35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 4, 1961

Tv weathered recession with flying colors, financial reports show 25

South Carolinians in uproar over FCC's plan to make Columbia all-uhf 48

Tv spot's January-June billings hold edge (though slight) over 1960 32

Spot radio makes comeback in second quarter, almost to 1960 level 37

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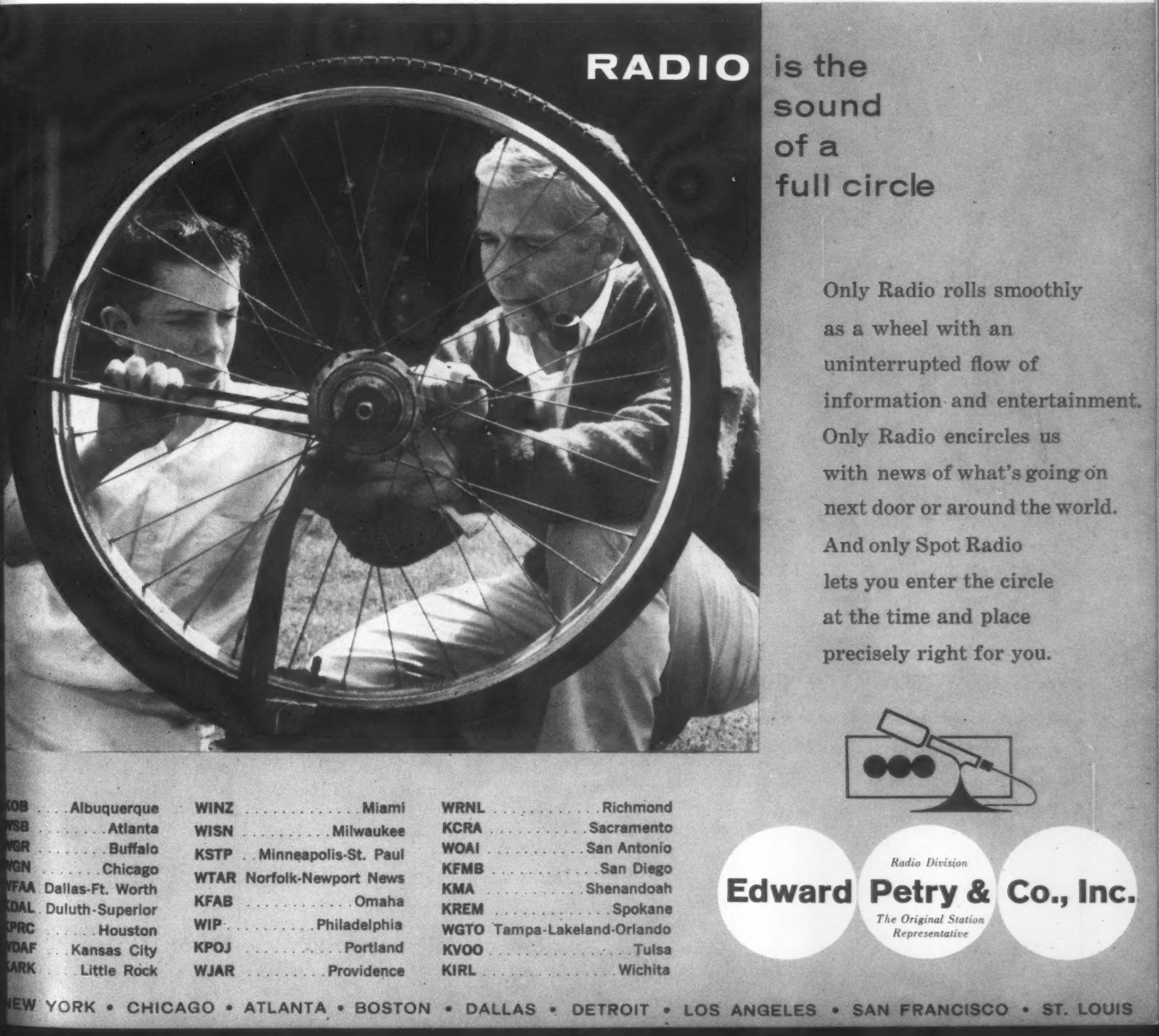


RADIO is the sound of a full circle

Only Radio rolls smoothly
as a wheel with an
uninterrupted flow of
information and entertainment.
Only Radio encircles us
with news of what's going on
next door or around the world.
And only Spot Radio
lets you enter the circle
at the time and place
precisely right for you.

KOB	Albuquerque
WSB	Atlanta
WGR	Buffalo
WGN	Chicago
WFAA	Dallas-Ft. Worth
KDAL	Duluth-Superior
KPRC	Houston
WDAF	Kansas City
KARK	Little Rock
WINZ	Miami
WISN	Milwaukee
KSTP	Minneapolis-St. Paul
WTAR	Norfolk-Newport News
KFAB	Omaha
WIP	Philadelphia
KPOJ	Portland
WJAR	Providence
WRNL	Richmond
KCRA	Sacramento
WOAI	San Antonio
KFMB	San Diego
KMA	Shenandoah
KREM	Spokane
WGTO	Tampa-Lakeland-Orlando
KVOO	Tulsa
KIRL	Wichita

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

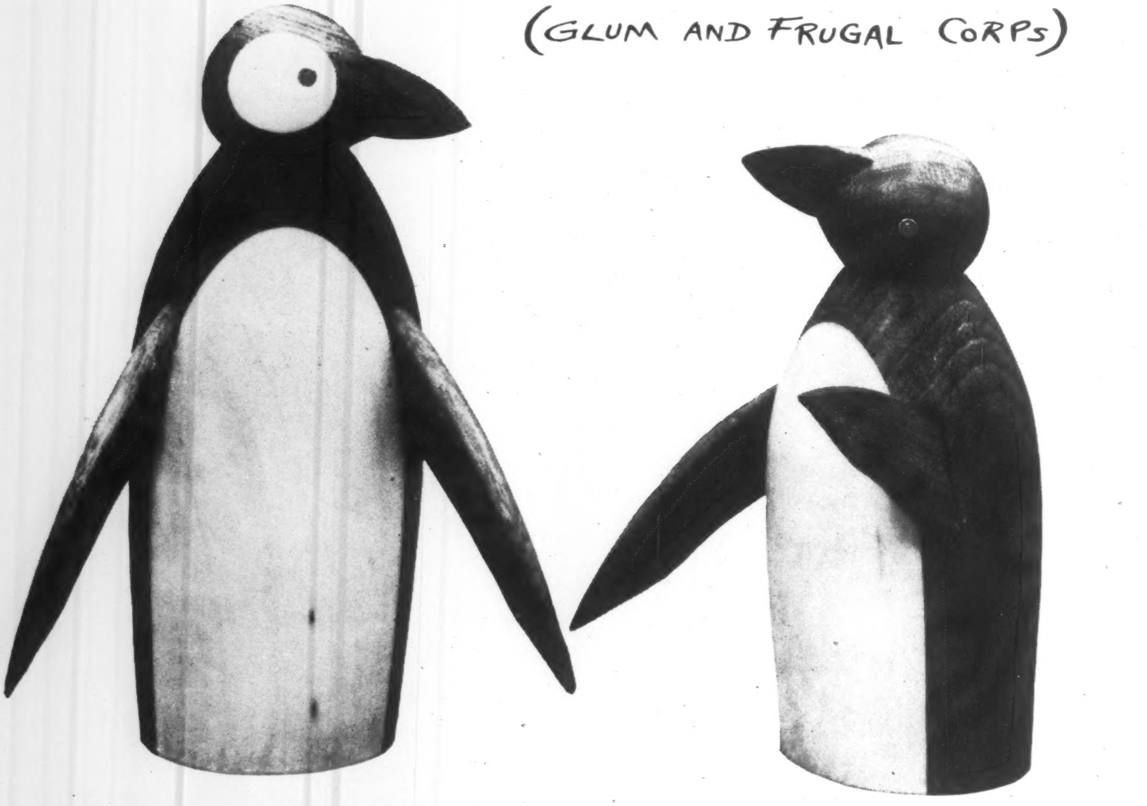
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WTREFFIGIES
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

BUDGET DIRECTORS

(GLUM AND FRUGAL CORPS)



#8 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

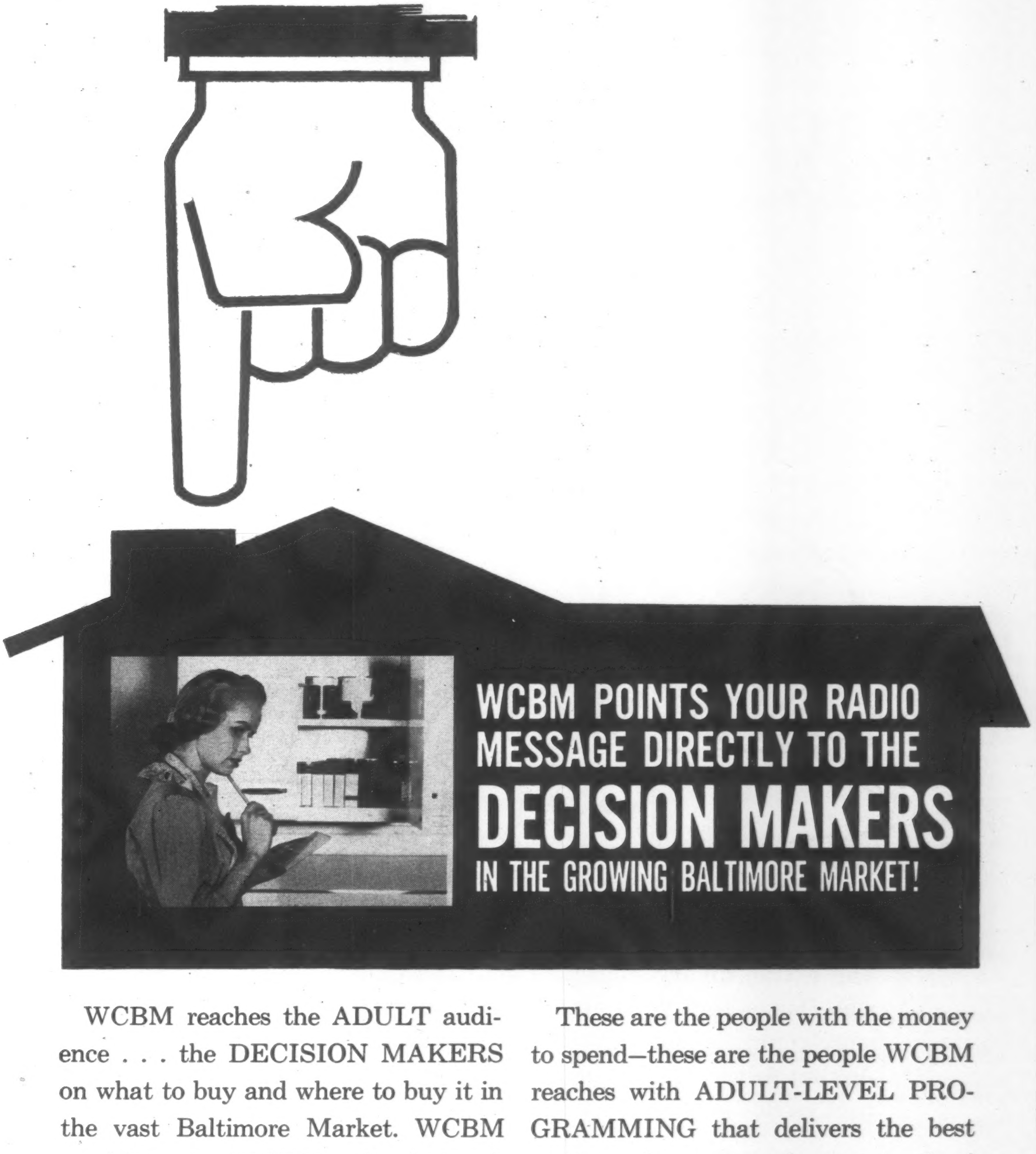
Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets. Tops in Sales . . . Service . . . Results! Better Buy . . . WTRF-TV Wheeling!

wtrf tv

316,000 watts NBC network color CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company


WCBM POINTS YOUR RADIO MESSAGE DIRECTLY TO THE
DECISION MAKERS
IN THE GROWING BALTIMORE MARKET!

WCBM reaches the ADULT audience . . . the DECISION MAKERS on what to buy and where to buy it in the vast Baltimore Market. WCBM specializes in ADULT radio designed to attract ADULT listeners.

These are the people with the money to spend—these are the people WCBM reaches with ADULT-LEVEL PROGRAMMING that delivers the best audience for your products or services!

As Baltimore grows... so grows

WCBM

A CBS RADIO AFFILIATE
10,000 Watts on 68 KC & 106.5 FM
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

IMPACT
buying...

The extraordinary impact of KRLD-TV, dominating the incredibly rich Dallas-Fort Worth market, is yours when you buy KRLD-TV — *more counties, more TV-Homes, greater circulation...
Ask an Advertising Time Sales representative to show you our "impact circle" — or contact KRLD-TV direct.

*Nielsen June-July '61

Cover the Dallas-Fort Worth market Effectively with KRLD-TV, Channel 4

KRLD-TV

Represented nationally by
Advertising Time Sales, Inc.
(Formerly The Branham Company)

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Foley Square curtain

When FCC's hearings on programming resume Sept. 26 at Foley Square Court House in New York, Network Study staff hopes to have as many as 30 advertiser witnesses lined up to testify on network programming and packaging practices. Ashbrook Bryant, head of Network Study staff, and James Tierney, attorney, last week were interviewing prospective witnesses, looking toward seven or eight days of hearings. After completion of this testimony, final round will be interrogation of network witnesses.

What is expected to be final phase of FCC's network inquiry, which began over five years ago, is unfinished business in connection with option time. Having asked Court of Appeals to remand case for further consideration, FCC has scheduled reargument for Oct. 26 (BROADCASTING, *May 8*). *Whatever way commission finally goes, case is bound to head back in courts, through appeal either by networks if option time is banned, or by KTTV (TV) Los Angeles, if option time is continued.*

3D for tv?

Reports circulating through Wall St. say Cinerama Camera Corp., subsidiary of Cinerama Inc., has developed camera lens that takes three-dimensional pictures and also has tv camera application. Three-D still camera reportedly will be put on market this fall. Several large tv equipment manufacturers reportedly have put in bids for rights. Cinerama officials do not deny story, but say comment must come from President Nicholas Rossini, expected back shortly from Europe.

New status in vhf fight

Big fight against deintermixture to all-uhf in eight markets is expected to go into next year by virtue of FCC's action last Friday (page 10) granting two-month extension from Oct. 2 for answers to its rulemaking order of last July 26. But battle against sub-standard drop-ins of vhfs in another eight markets will go forward because FCC, with particularity, excluded them from postponement action. While deintermixture extension runs only until Dec. 2, time needed for reply comments, plus upcoming holiday season, augurs for delay until after first of year.

New Congress then will be in session and there's sentiment in both Houses directed particularly against deintermixture. Opposition also has developed against drop-ins but this hasn't crystallized because (1) primary heat has been against deletion of vhfs and (2) drop-in problem is more technical and complex. It's clear FCC's intent is to move ahead full tilt on drop-ins. Assn. of Maximum Service Telecasters, backed by others affected, had sought six-month extension for both deintermixture and drop-in actions.

NAB overhaul

Special seven-man board committee assigned task of drafting new association district and director structure will meet late in month, probably about 20th. Goal is smaller board and fewer districts. Board finance committee will meet at same time.

No FCC pay boost

Proposed pay increase for FCC members isn't going anywhere in this session of Congress. Sen. Olin D. Johnston, chairman of committee considering pay-raise bill (S 2307) is proving stumbling block, for unannounced reasons. Aide to Sen. Johnston's Post Office and Civil Service Committee said no action is expected this session on bill to increase commissioners' salary from $20,000 to $22,000 annually, and chairman's, from $20,500 to $22,400.

NBC's special spree

Though network groups are cutting back on specials in 1961-62 season, reduction won't be evident before first of year. In last quarter of 1961 NBC-TV alone has now scheduled 59 specials, as many as in same period last year and possibly more. But they'll run more heavily to news-public affairs, dividing about half-and-half between "informational" and "entertainment." Virtually all will be one-hour or longer.

Worst-kept secret

NAB President Collins formally will announce this week that Vincent T. Wasilewski has been picked as executive vice president and Robert D. Swezey as radio-tv vice president-code administrator (BROADCASTING, Aug. 14, 28).

Westinghouse, GE outlook

Will FCC, in considering renewals of Westinghouse and General Electric station licenses, hold parent companies accountable because of antitrust violations and punishment meted out in price-rigging of government bids on heavy industrial equipment? There's been no determination by FCC but prospects are that no punitive action, which could involve revocation proceedings, will ensue.

Reasoning, at staff level, is that broadcast entities are far removed from activities of giant parent companies so that character aspects couldn't readily be imposed. Moreover, Westinghouse operates its stations through wholly-owned subsidiary (GE operates its only broadcast stations—WGY, WGFM (FM) and WRGB (TV) Schenectady—as division of parent company). Added factor: Court, in imposing sentences and fines on parent companies, did not specifically allude to broadcast operations whereas, under law, it could have imposed sanctions.

$20 billion Pan-Am push

Even though hemispheric conference in Uruguay last month passed resolution recommending special meeting of all inter-American information media to back $20-billion Alliance for Progress project, move isn't likely until council of Organization of American States implements action. Just when council may move isn't certain. Resolution calls for special meeting of radio, tv, newspapers and magazines, to inform and mobilize public in Western Hemisphere on aims and methods of Alliance program.

Fan mail

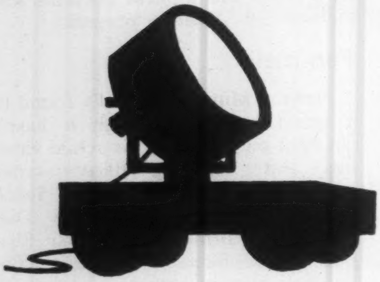
Newton Minow has finally found tv program he likes—though it hasn't yet been put to test of his actual viewing. After reading BROADCASTING story (Aug. 21) about *Let Me Speak to the Manager* on WFAA-TV Dallas, FCC chairman wrote Mike Shapiro, general manager, calling it "constructive step in helping a station to better serve its community." Program, half-hour Sunday evenings, features Mr. Shapiro answering questions viewers send in.

WSJ Sunday 'family' paper

If *Wall Street Journal*, now published five times from seven locations, decides on national Sunday newspaper, it will not be business paper but rather home and family journal, departing from its present format. Presumably radio-tv would figure prominently among features.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC.,
1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

WORLD PREMIERE!



After threats, charges and countercharges, firings and rehirings, the Miami City Commission on July 25, 1961, passed Miami's first minimum housing code, only eight days after WCKT's second New Force documentary on slums, "MIAMI CONDEMNED PLUS 65."

WCKT telecast that City Commission session from 8:30 to 10:00 AM to complete its all-inclusive coverage of a crucial local conflict. It was a world premiere . . . the Miami City Commission had never been televised live before. WCKT repeated the entire session by video tape the same night at 10:00 PM.

THIS IS RESPONSIBILITY — the kind reported in WCKT's illustrated service accounting for 1960 — a copy of which is yours for the asking.

At WCKT, Responsibility means citizenship and showmanship . . . the New Force in South Florida.

BISCAYNE TELEVISION CORPORATION

WCKT • CHANNEL 7 WCKR • 610 RADIO

MIAMI, FLORIDA

WEEK IN BRIEF

Not even a recession can halt the inexorable rise of the television medium. FCC's 1960 financial reports and TvB's estimates for first half of 1961 show progress attained in the medium's economy. See Lead Story . . .

TV PASSES RECESSION TEST . . . 25

Down South Carolina way, where they don't take kindly to Washington interference—Fort Sumter, for instance—they don't want Columbia to become a uhf market. Springfield, Mass., scene of uhf rally. See . . .

SWITCH TO UHF OPPOSED . . . 48

The spot radio business is looking up. Encouraging signs appear during second quarter after weak 1961 start, according to Station Representatives Assn. First half of year, though, is still under 1960 figure. See . . .

RALLY IN SPOT RADIO . . . 37

It takes a close look, but tv's spot billings in second quarter are higher than a year ago even though it's just .04%. Gross tv spot in period computed at $160.6 million in report by TvB-Rorabaugh. See . . .

TELEVISION SPOT HIGHER . . . 32

Most everybody's excited about the radio-tv advertising campaign of Publicker Industries except Publicker Industries. This distiller is "proceeding as planned" to promote its product via broadcast medium. See . . .

WHAT LIQUOR AD BATTLE? . . . 42

Hopes of National Football League for fast passage of a law legalizing a radio-tv package deal for game broadcasts ran into Justice Dept. opposition at hearing before House Judiciary Subcommittee. See . . .

JUSTICE THROWS A BLOCK . . . 54

More trouble for fm. The hi-fi medium's newest hope for wider circulation and more advertising—stereo—is running into problems. Two stations say set makers aren't giving the support they promised. See . . .

ROUGH GOING FOR STEREO . . . 61

The widely agitated revision of the FCC's program and logging forms is getting down to cases. NAB and Georgia Assn. of Broadcasters are directing dry-run studies of new routine and they're finding trouble. See . . .

THOSE LOGGING TROUBLES . . . 59

Five U. S. Senators threw a party last week for a radio oldtimer and private citizen, RCA Board Chairman David Sarnoff, who reminisced about the early days of electronics and his adventures aboard ship. See . . .

GEN. SARNOFF REMINISCES . . . 61

Canada's got the bureaucratic itch, too. Now the Dominion's regulatory body wants to limit station advertising content on a 20% daily formula. Private broadcasters want the limit, if any, on a weekly basis. See . . .

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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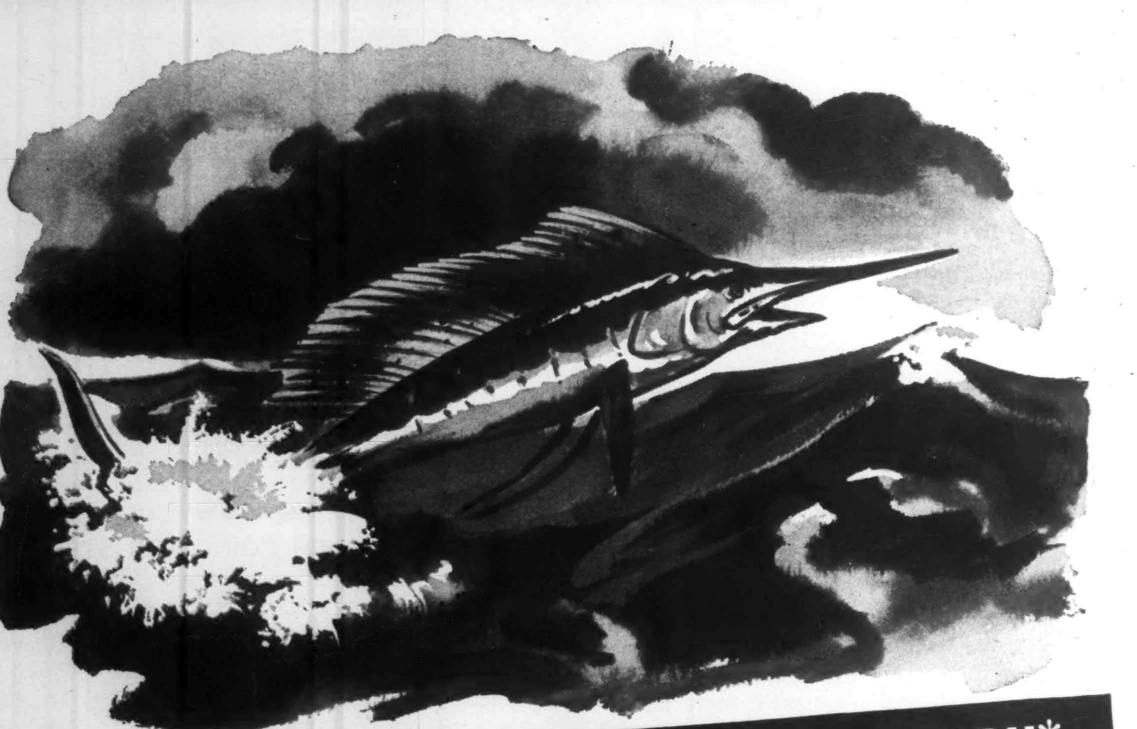
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.



YOU MAY NEVER SEE A FISH SWIM 57.5 MPH*—

BUT... WKZO-TV Gets Lightning Fast Results In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
February 20-March 19, 1961

STATION TOTALS

	Homes Delivered		Per Cent of Total	
	WKZO-TV	**STATION B**	**WKZO-TV**	**STATION B**
Mon. thru Fri.				
9 a.m.-Noon	**48,400**	34,000	**58.7**	41.3
Noon-3 p.m.	**65,900**	53,800	**55.0**	45.0
3 p.m.-6 p.m.	**56,400**	71,900	**43.9**	56.1
Sun. thru Sat.				
6 p.m.-9 p.m.	**155,600**	96,800	**61.7**	38.3
9 p.m.-Midnight	**138,200**	66,200	**67.6**	32.4

Advertising on WKZO-TV is the fastest way to make contact with the *most* consumers in the big Kalamazoo-Grand Rapids market.

WKZO-TV delivers more homes than Station B in 77.5% of all quarter hours surveyed, Sunday through Saturday, Noon-Midnight (NSI—Feb. 20-March 19, 1961). What's more, Kalamazoo *alone* is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between now and 1965.

Get in the swim in Kalamazoo-Grand Rapids and Greater Western Michigan with WKZO-TV. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac-Traverse City, to your WKZO-TV schedule.*

Sources: Sales Management Survey of Buying Power and Television Magazine.

**Swordfish, including marlins, are unrivalled for speed—fastest speed quoted is 50 knots (57.5 mph).*

AM—TV—FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

L&M's $18 million moves to Thompson

In what was believed to be largest account switch thus far in 1961, Liggett & Myers Tobacco Co., New York, announced last Friday (Sept. 1) that it has appointed J. Walter Thompson Co., New York, as agency for L&M filter cigarettes, with an estimated billing of $17-18 million annually. JWT replaces Dancer-Fitzgerald-Sample Inc., New York, as agency for brand. Effective date is about Dec. 1.

Move places all Liggett & Myers brands at Thompson because company transferred its Chesterfield, Duke and Oasis brands from McCann-Erickson, New York, to JWT last spring, effective last month (BROADCASTING, May 22). These brands bill approximately $10 million.

No reason was given for latest account move and spokesman for Liggett & Myers and D-F-S declined to comment on development. Reports circulated that advertiser's action was prompted by two considerations—declining sales of Liggett & Myers brands in 1960 and 1961 while competitors gained, and company's desire to consolidate all of its advertising under one roof.

L&M filters is expected to spend approximately $7 million in tv in 1961. According to Television Bureau of Advertising, gross billing of brand in network and spot tv was about $7 million and figures for the first six months of this year show company spent approximately $3.5 million in tv. Brand is advertised heavily on spot radio but no figures are available.

Thompson has had its ups and downs this year. Agency lost $16 million Joseph Schlitz brewing business to Leo Burnett and Elgin National Watch Co. account ($1.5 million) to McCann-Marschalk. Its acquisition of all of Liggett & Myers business (about $27 million), plus Congoleum-Nairn ($3.1 million) and Pittsburgh Plate Glass ($2.5 million) place gains well ahead of losses.

D-F-S had relatively serene year until L&M filter move. L&M accounts for about 18% of D-F-S total billing of some $95 million.

Filmways plans six more

Filmways Inc., New York, is announcing today (Sept. 4) that company plans to produce at least six television shows in addition to two series previously announced in association with Embassy Pictures. Martin Ransahoff, Filmways board chairman, said Paul Henning, producer-writer of *Bob Cummings Show* for five years, has been signed to create and produce one series. They will be produced in Hollywood and Europe.

This and salary, too

What television can mean in "fringe benefits" to outsiders is dramatized in prospects held out for New York Yankees' stars Roger Maris and Mickey Mantle if one or both break Babe Ruth's homerun record. Frank Scott, their business agent, predicts their take may reach $25,000 apiece from guest appearances within 30 days if either succeeds—and 10 times that amount of long-range benefits through testimonials, commercials, etc.

One or two big-show guest appearances currently are in negotiation whether they break Ruth's record or not. Even if only one succeeds they'll probably be billed as a team, and their current asking price—$15,000 per joint appearance—undoubtedly would be jacked up. Long-term benefits thus could overshadow their current baseball pay of $75,000 for Mantle, $40,000 for Maris.

Washington State group blasts program forms

"Rigid controls" imposed by proposed FCC programming forms amount to "government censorship," Washington State Assn. of Broadcasters charged Sept. 1 in statement to FCC on behalf of its 60 radio-tv members (early FCC form story page 59).

Commission can intimidate broadcasters into conforming to government imposed standards by threatening to revoke licenses, statement said.

Ronald A. Murphy, WSAB president-counsel, said statement was approved by association's board and is part of running fight to preserve program freedom from attempts at government controls.

He said FCC should recognize four basic freedoms of broadcaster: to think first of serving community needs; to plan and continue to search out new areas of programming; to make living or earn a profit; to exercise own judgment and be fairly judged thereon.

Tax court disallows affiliation writeoff

Network affiliation contracts cannot be depreciated by broadcasters, U.S. Tax Court has held in famed Westinghouse 1953 purchase of WPTZ (TV) Philadelphia. Ruling is expected to have impact on major multi-million station transfers.

Court ruled affiliation contracts have indeterminate life—and thus cannot be specified for term which would permit depreciation.

In buying Philco's ch. 3 in 1953, Westinghouse allocated $5 million of $8.5 million purchase price to network affiliation (NBC). Westinghouse set up 55-month depreciation schedule—based on (estimated) two renewals of 24 months each, plus seven months contract had to run when station was purchased.

Cost to Westinghouse is expected to run almost $1 million which will have to be paid as taxes for 1953 and 1954.

Impact of ruling has been discounted in advance, James W. Blackburn, Westinghouse station broker, said, because IRS attitude was known. Effect will be, Mr. Blackburn estimated, that purchasers of stations involving multi-million dollar prices will have to wait longer to get their money out.

In subsidiary ruling, Tax Judge Russell E. Train said Westinghouse's effort to amortize spot advertising contracts also could not be approved because Westinghouse bought all assets of going concern and did not segregate each spot contract and put price on it. Spot contracts court said, were part of mass asset and life of mass asset cannot be determined.

Westinghouse officials are pondering question of further appeal.

Miami review plea opposed

Oppositions to request by National Airlines for Supreme Court review of Miami ch. 10 case (BROADCASTING, Aug. 14) were filed Friday by L. B. Wilson Inc. and FCC-Justice Dept.

Both said National Airlines had raised no substantial issues warranting Supreme Court review. Both also stated that National Airlines' attempt to embroil Wilson in *ex parte* charges is fallacious; examiner, FCC and court held Wilson was untarred with off-record brush.

Kennedy signs FCC bill

President Kennedy on Friday signed FCC reorganization bill. New law gives

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Winton

Ed Winton named president of The Connie B. Gay Broadcasting Corp. and four other companies owned by parent organization. He succeeds **Connie B. Gay** who remains board chairman. Mr. Winton began his broadcasting career as air personality. He worked for KLIF Dallas and KELP El Paso, becoming general manager of latter station. He joined Mr. Gay's company three years ago and will continue to operate from firm's executive offices in The Wisconsin Building in Washington. He has been serving as vp and general manager of C.B.G. Corp. Connie B. Gay stations are: WQMR Silver Spring, Md.; WGAY-FM Washington; WTCR Ashland, Ky., and WFTC Kinston, N. C.

Albert P. Kirvin, general sales manager for last five years at KYW-TV Cleveland, appointed vp and general manager of Metropolitan Broadcasting's newly purchased KMBC-TV Kansas City. Mr. Kirvin entered broadcasting as account executive at KYW, then in Philadelphia, in 1951. Three years later he moved over to KYW's tv affiliate, WPTZ(TV) Philadelphia. Both stations were owned by Westinghouse Broadcasting, which transferred KYW call letters to its Cleveland stations in 1956. Metropolitan Broadcasting is division of Metromedia Inc., N. Y. **David Croninger,** radio sales manager for WNEW New York's Detroit office, named vp and general manager of KMBC Kansas City.

Marvin Roslin named research director of Young-TV, New York station representative. **Stanley Feinblatt** named to similar post and **Roger Sheldon** to midwestern sales manager of its radio counterpart, Adam Young Inc. All three appointments effective immediately. Mr. Roslin has served in Young-TV research for past three years, before that was timebuyer at Ted Bates. Mr. Feinblatt, in Young-TV research and merchandising for three years, formerly was assistant tv producer for C. L. Miller Co. for two years. Mr. Sheldon, for last three years tv salesman for Young organization, previously was in sales at KFMB-FM San Diego, KFMU (FM) Los Angeles and KGIL San Fernando.

Mr. D'Antoni

Philip D'Antoni, manager of eastern sales division of Mutual, appointed general sales manager of network. He assumes post vacated recently by **Frank Rogier,** who has returned to Thermo-Fax division of Minnesota Mining & Mfg. Co., MBS' parent company. Mr. D'Antoni joined Mutual in 1958 as eastern sales manager and account executive. Earlier, he had been sales executive with Weed Radio Corp., station representative, in 1952-58 and member of CBS-TV's research and sales development staff. Mr. D'Antoni is credited with having brought Philco Corp., Walker Mfg. Co., Monroe Auto Equipment Co. and Pinspotter Div., American Machine & Foundry Co. into network radio via Mutual.

For other personnel changes of the week see FATES & FORTUNES

commission power to delegate review functions to individual members, commission panels and subordinate employes It also permits commission to decide which cases it will hear *en banc*.

Bill (S 2034), which follows closely draft legislation submitted by FCC, was introduced as substitute for President's own FCC reorganization plan, which was vetoed by House (BROADCASTING, June 19), largely because of increased powers it would have given chairman.

CBS-TV may drop games

CBS-TV sports officials currently are discussing possibility of discontinuing telecasts of major league baseball games on Saturday and Sunday afternoons next season for lack of adequate advertiser interest. This year games are only partially sponsored (by Falstaff Brewing). Network telecasts of games, blacked out within 50-mile radius of major league cities, have been on CBS since 1955. In past they have always had two or more sponsors.

RCA dividend 25 cents

RCA Friday (Sept. 1) announced quarterly dividend of 25 cents per share on common stock, payable Oct. 23 to holders of record on Sept. 15.

Board also announced dividend of 87½ cents per share on cumulative first preferred stock for period Oct. 1 to Dec. 31, payable Jan. 2, 1962, to holders of record at close of business Dec. 4.

Board on Friday also elected daughter of first RCA board chairman as a director. She is Mrs. Everett Needham Case, wife of Colgate U. President and daughter of Owen D. Young, RCA chairman in 1919. Mrs. Case succeeds Mrs. Douglas Horton, who resigned.

Bartell ams become unit of Macfadden

Bartell Broadcasting Co.'s four radio outlets will become division of Macfadden Publications Inc. under merger plan to be submitted to stockholders of three companies involved. Process Lithographers Inc., New York, also will be Macfadden division.

Gerald A. Bartell, president of Macfadden and Bartell, and S. Roskin, president of Process, jointly announced Friday (Sept. 1) that both Bartell and Process will be operated as wholly-owned Macfadden divisions, with no changes in management or personnel. Bartell bought working control of Macfadden last February for $1.5 million (BROADCASTING, Feb. 13). Mr. Bartell said: "This is the first time all these components of communications—broadcasting, pay-tv, publishing, printing and world distributors of periodicals and books—have been welded together into a coordinated corporate structure."

Macfadden, Bartell and Process each acquired interest in Teleglobe Pay-Tv System Inc., in April, and Macfadden and Teleglobe will form company to operate commercial test of Teleglobe in major market to be approved by FCC.

Bartell Broadcasting owns WOKY Milwaukee, WADO New York, KYA San Francisco, and KCBQ San Diego.

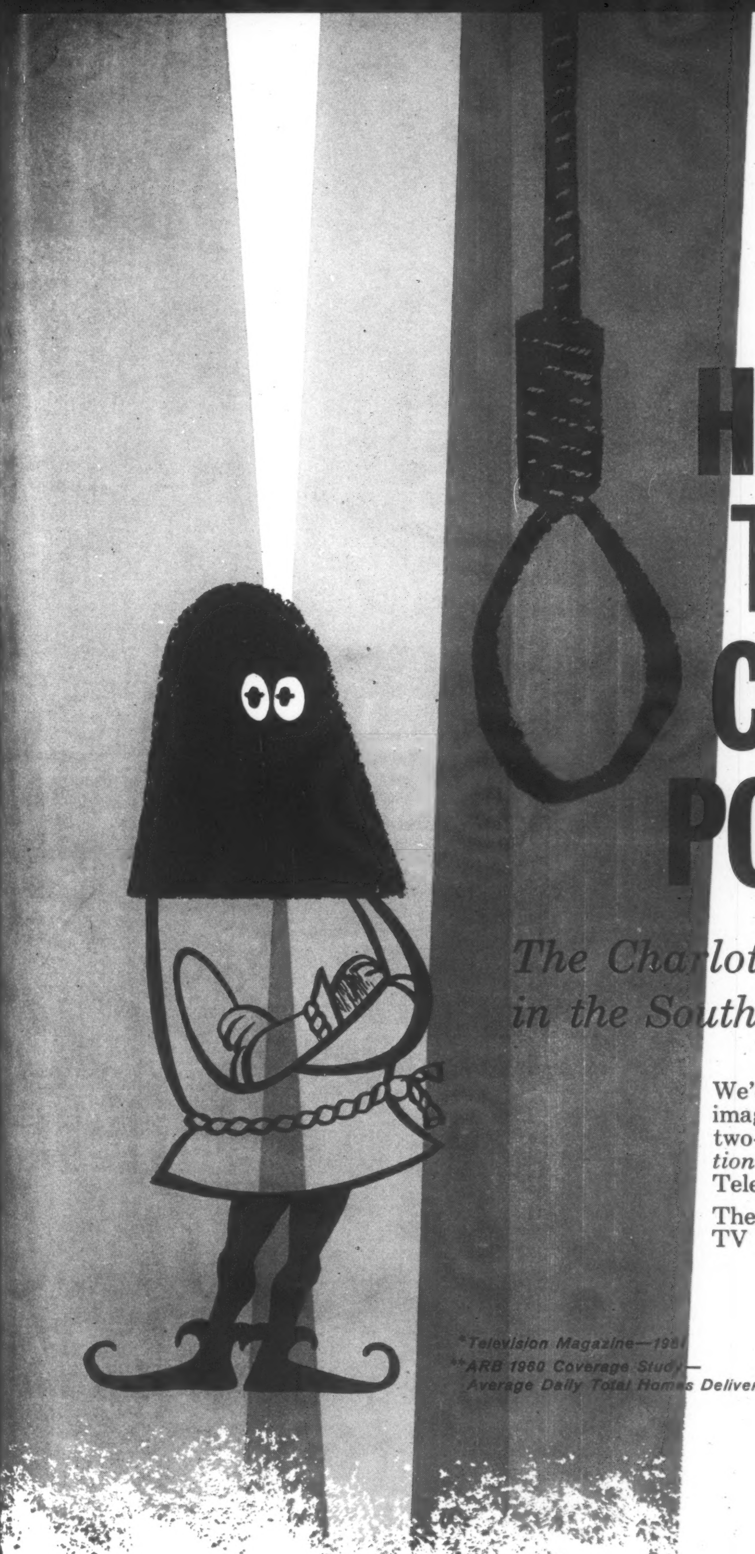
Bartell principals have ownership-management interests in three Caribbean tv stations, not involved in merger: Tele-Haiti, Port Au Prince, Haiti, and Tele-Curacao and Tele-Aruba (under construction), both Dutch West Indies islands.

Meanwhile, Bartell's WOKY announced resignation of Leonard A. Schindler as general manager, and appointment of Mrs. Rosa Evans, Mr. Bartell's sister, as acting manager.

New date on uhf plan filings

FCC Friday extended deadline for comments on overall uhf proceeding and on eight deintermixture rulemakings. Comments now are due Dec. 1; replies due Jan. 1, 1962.

Action was taken by acting Chairman Robert T. Bartley, who reserved action on petitions for extension of time on vhf drop-ins in eight cities. It's assumed full commission will tackle question of extension on drop-ins, which has been vigorously protested.



HANG THE CITY POPULATION!

*The Charlotte TV MARKET is First in the Southeast with 651,300 Homes**

We'd be the first to admit that it stretches the imagination to hang a city population of more than two-hundred thousand—but *hang the city population* when counting necks in the entire Charlotte Television Market!

The real kicker is that WBTV delivers 55.3% more TV Homes than Charlotte Station "B"!**

Compare these SE Markets!

Charlotte	**651,300**
Miami	569,300
Atlanta	549,800
Louisville	423,800
New Orleans	379,400
Richmond	268,800

WBTV

CHANNEL 3 CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising TvAR Representatives, Inc.

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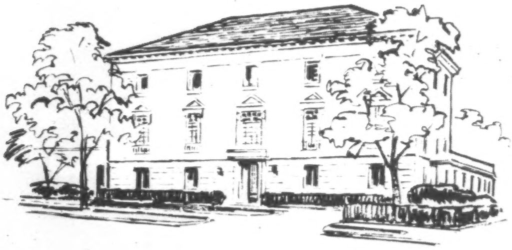
*Television Magazine—1961

**ARB 1960 Coverage Study—Average Daily Total Homes Delivered



The Embassy of Norway

His Excellency Paul Koht,
Ambassador to the United States
from Norway, and Mrs. Koht,
prepare to greet their dinner
guests at the Embassy . . .
another in the WTOP-TV series
on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D.C.

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon

Meeting of the Bored

If you doubt that the bored are meeting tonight, spend a few hours in front of your own TV set. Afterward, try to remember who was selling what and who was sponsoring whom.

At N. W. Ayer & Son we recommend this exercise. It has helped us to produce commercials that make for happier meetings of our clients' boards.

The commercial is the payoff. . . . N. W. AYER & SON, INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

SEPTEMBER

*Sept. 6—Washington chapter of **Academy of Television Arts & Sciences,** membership cocktail party. Sheraton Park Hotel, Washington, D. C.

Sept. 8-10—Fall meeting of **West Virginia Broadcasting Assn.** Speakers and panelists include Elmo Ellis, Cox stations; Eula Reggin, Ralph Jones Agency; Thomas H. Wall, Dow, Lohnes & Albertson, Washington; Franklin Snyder, WTAE(TV) Pittsburgh. Dinner speaker: Sol Taishoff, editor & publisher, Broadcasting Publications Inc. Greenbrier Hotel, White Sulphur Springs.

Sept. 10-13—Assn. Canadienne de la Radio et de la Television de Langue Francaise, annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11—Space communications panel by Washington sections, **Institute of Radio Engineers** and **American Institute of Electrical Engineers.** Dr. John Pierce, Bell Labs.; Dr. Elmer W. Engstrom, RCA; Dr. Herbert Trotter Jr., General Telephone & Electronics Labs., and Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural History Museum, Washington, D. C., 8 p.m.

Sept. 15—**South East Radio-Tv Seminar,** sponsored by Georgia Assn. of Broadcasters, to discuss various problems facing broadcasters, including program form proposals, government encroachment, NAB leadership, etc. Biltmore Hotel, Atlanta.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

*Sept. 15-17—**New York State Educational Radio & Television Assn.,** fall meeting. Keynote address by Kenneth G. Bartlett, Syracuse U. Pinebrook, Upper Saranac, N. Y.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

*Sept. 23—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers,** new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-Oct. 1—**National Federation of Advertising Agencies,** central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.,** annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television,** east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television,** New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Oct. 2—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements,** extended from Sept. 7.

*Oct. 2-4—**Canadian Electronic Conference** of **Institute of Radio Engineers.** Toronto, Ont.

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham,

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

What they see on
WJAC-TV

THEY BUY!

The more people who see your product, the more prospects for sales. And in the Johnstown-Altoona market, more people watch WJAC-TV than any other station. Both ARB and Nielsen back up this statistical fact. But more importantly, WJAC-TV turns these statistics into sales a fact backed up by a host of happy advertisers from A (for automatic washers) to Z (for zoup). If you want people—purchasing people —pick WJAC-TV.

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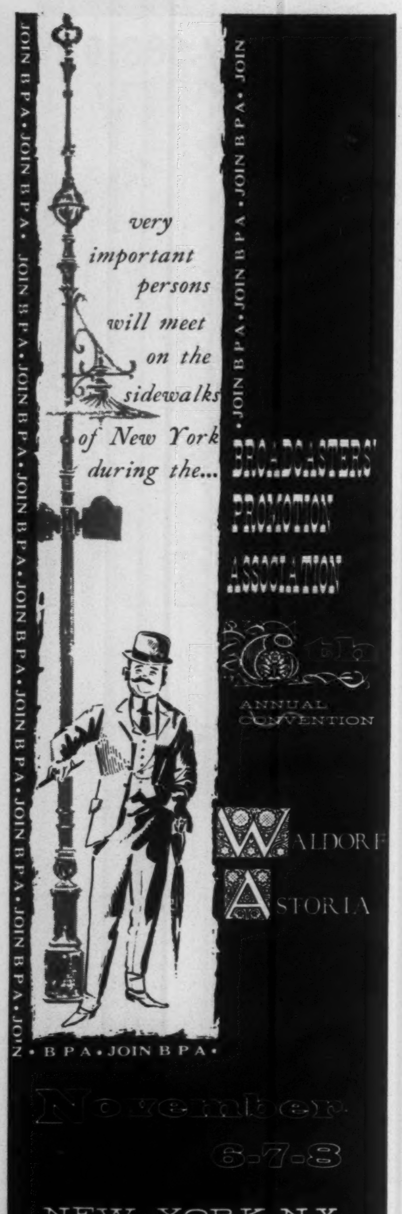
WJAC-TV
JOHNSTOWN · CHANNEL 6



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WALDORF ASTORIA
November 6-7-8
NEW YORK, N.Y.

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% P. O. Box 9736, Cleveland 40, Ohio

Send today!

Please rush me more information about BPA

Name__________

Company__________

Address__________

City__________ State__________

Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

*Oct. 5—N. Y. chapter of **Academy of Television Arts & Sciences**, luncheon. Sir Gerald Beadle, former head of BBC television speaker. Waldorf-Astoria Hotel, New York.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

*Oct. 6-7—**Professional Group on Broadcasting, Institute of Radio Engineers,** 11th annual broadcast symposium. Willard Hotel, Washington, D. C.

Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.**

Oct. 9-10—**Virginia AP Broadcasters Assn.,** Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society,** annual fall conference and technical exhibit **Hotel New Yorker, New York.**

*Oct. 10—Annual outing, **Federal Communications Bar Assn.** Golf, tennis, baseball game, cocktails and buffet supper. Woodmont Country Club, Rockville, Md. (Washington, D. C., area).

*Oct. 10-11—**Texas Assn. of Broadcasters.** Speakers include Rep. Walter Rogers (D-Tex.); FCC Commissioner Robert T. Bartley; Harold Cowgill, consultant. Adolphus Hotel, Dallas.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

*Oct. 14-15—**Missouri AP Radio-Tv Assn.** meeting, Kentwood Arms Hotel, Sprnigfield, Mo.

Oct. 13-15—**American Assn. of Advertising** Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

Oct. 19-21—**Advertising Federation of America,** 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television,** Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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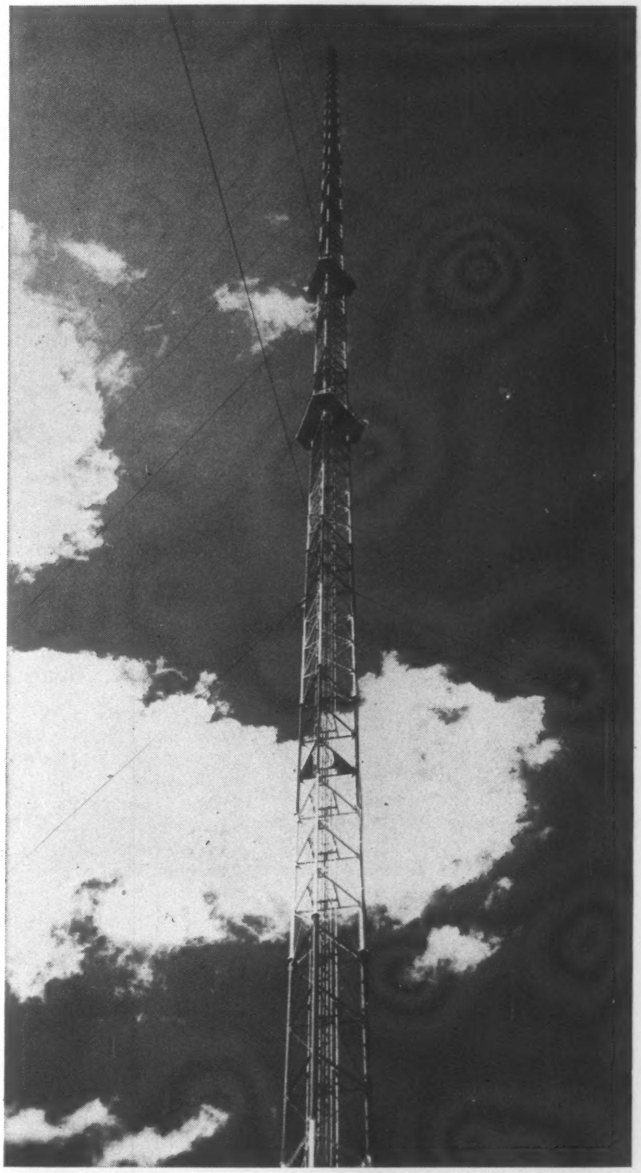
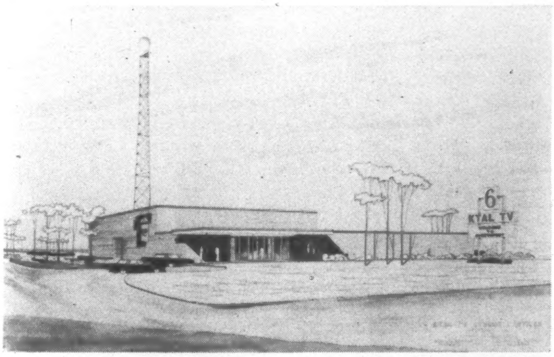
1580 FOOT GIANT!!!

KTAL-TV, *now on the air with...*

- ★ The Tallest Tower in the South!
- ★ City grade service in Two Metro Markets!
- ★ Studios in Shreveport and Texarkana!
- ★ Widest coverage of the Ark-La-Tex!
- ★ Dominant NBC for 1¼ Million viewers!





GIANT *. . . in Power – Coverage – Service!*

KTAL-TV

Channel 6 — NBC for

SHREVEPORT

Texarkana and the Ark-La-Tex

Walter M. Windsor, General Manager
James S. Dugan, Sales Director

. . . for the full "Kay-Tall" story, get the facts from

BLAIR TELEVISION ASSOCIATES
National Representatives

The new KTAL-TV studios, largest and finest in the market, and Shreveport's only building designed especially for television.

PACKED WITH MORE FACTS than any other source book:

•Complete directory of all U.S. television and radio stations. •Lists of station and network personnel; ownership and facilities information. •Broadcast regulations, code. •Facts, figures, history of the broadcasting business. •Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations. •Data on Canadian, Mexican and Caribbean broadcasters, foreign language stations within the U.S. •"The Dimensions of Broadcasting"—key facts about television and radio. AND hundreds of other reference sections covering virtually every up-to-date aspect of the broadcasting business—all assembled in a single definitive volume to answer thousands of basic questions for thousands of agency, advertiser and station users. In all, more than 600 pages crammed with current information!

order now!

1961-62
BROADCASTING YEARBOOK
1735 DeSales Street, N.W.
Washington 6, D. C.
New York—Chicago—Hollywood

September Publication
$4.00 per copy

OPEN MIKE®

How it began

EDITOR: Isn't BROADCASTING carrying modesty a bit too far these days? Or are you unaware that yours was the first publication to print a valid solution to the "paper jungle" mess attendant upon the billing and affidaviting for spot commercials?

Within three weeks, two organizations have announced plans to centralize billing procedures for stations and agencies [BROADCAST ADVERTISING, Aug. 7 & 21] . . .

It was back on Nov. 23, 1959, that BROADCASTING published a MONDAY MEMO written by Norman Cohen of Mogul Williams & Saylor, now secretary of MW&S. In it Mr. Cohen advanced his ideas for centralizing and automating the costly and time-wasting paperwork in spot buying and selling . . . *—Arthur W. Peretz, Director of Public Relations, Mogul Williams & Saylor Inc., New York.*

Everyone's advantage

EDITOR: We have been amazed at the widespread interest and response created by your article [BROADCAST ADVERTISING, July 10] on our fall Zonolite campaigns. Telephone and mail inquiries have been pouring in from representatives of stations throughout our area for details on our 1961 campaign.

Articles like this prove to your readers what exceptional opportunities for business there are for the local station when it joins a manufacturer's national campaign. We feel that you are doing your readers a great service by reporting of this type and that it will result to everyone's advantage . . . *—Harvey W. Steiff, Vice President, Western Mineral Products Co., Minneapolis.*

Best commercials

EDITOR: I would like to draw the attention of automobile manufacturers to the fact that these (automobile) commercials [LEAD STORY, Aug. 28] ranked the highest in our recent survey [PROGRAMMING, July 31].*—Peter Goelet, President, National Audience Board, New York.*

Collins critic

EDITOR: . . . I endorse every word of your editorial, "Collins conundrum" [EDITORIALS, Aug. 21], and completely agree with you that it is a matter of utmost importance that the NAB engage a veteran broadcaster for executive vice president.

I also am very disillusioned with the performance of Gov. Collins . . . It is about time somebody stands up and lets it be known that radio stations throughout the country have developed new services which were undreamed of 10 years ago and that they are rendering community services far beyond the call of duty.

I would even go so far as to say that the NAB should have the guts to stand up and question whether broadcasters should not be given, by act of Congress, rights similar to those given to all other businesses whose resources once upon a time belonged to the government. Years ago every tree, every blade of grass, every ounce of petroleum and every pound of mineral belonged to the government and, therefore, to the people. Arrangements have been made over the last century and a half whereby natural resources were turned over to private enterprise and this is what has made America great.

It is rather unfortunate that at this crucial moment the president of the NAB sees fit to take a noncommittal stand . . . It seems to me that [he] is remiss in his duty because right now he should be traveling . . . from coast to coast to exhort . . . the state organizations and consult with them . . . *—Egmont Sonderling, President, WOPA-AM-FM Oak Park, Ill.*

Chicago revisited

EDITOR: Yesterday I finished poring over the voluminous stories you carried [GOVERNMENT, Aug. 7] about the law school symposium [on broadcast regulation and responsibility] . . . With your sanction we intend to lift pieces of your work for the October issue of the *Alumni News* magazine which will carry a roundup picture story on the symposium.*—Bill Bennett, Department of Development, Northwestern U., Evanston, Ill.*

[Permission granted.]

Same impression

EDITOR: CONGRATULATIONS ON YOUR EDITORIAL [EDITORIALS, AUG. 28] REGARDING FIRST ISSUE OF 'SHOW BUSINESS' MAGAZINE. I GOT THE SAME IMPRESSION YOU PUT INTO YOUR USUALLY DESCRIPTIVE WORDAGE.—EDWIN K. WHEELER, GENERAL MANAGER, WWJ-AM-FM-TV DETROIT.

Texas market story

EDITOR: . . . A highly outstanding story on Texas. You captured the picture on the broadest possible front. We have circulated the Aug. 21 issue of BROADCASTING to our clients . . . a conscientious, accurate and enlightening cover-

A bright outlook
on a busy world...
a "Metropolitan
personality."

METROPOLITAN
BROADCASTING

205 East 67th Street, New York 21, N.Y.

◆◆

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KMBC-TV Kansas City, Mo.
KOVR Sacramento-
Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.
KMBC Kansas City, Mo.

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FOSTER and KLEISER, Outdoor Advertising Los Angeles, Calif.; Long Beach, Calif.; San Francisco, Calif.; Oakland, Calif.; San Diego, Calif.; Fresno, Calif.; Sacramento, Calif.; Seattle, Wash.; Portland, Ore.; Phoenix, Ariz.
WORLDWIDE BROADCASTING, WRUL Radio.

PHOTO BY SAUL LEITER

KID STUFF?

Yes . . . but the market for children's products is a very grown-up one. Here are some of the wide-awake marketers who are selling kid stuff via Channel 11 in Pittsburgh. How about you?

AMERICAN TOYS
BEECHNUT
CRACKER JACK
DELUXE READING TOYS
GENERAL TOYS
GOLDEN BOOKS
HAPPY HOUR TOYS
KOOL-AID
MARX TOYS
MATTEL TOYS
POLL PARROT SHOES
THRIFTY BINDERS
VIEWMASTER
WELCH GRAPE JUICE
WESTERN TABLET
WHITMAN TOYS

CHANNEL
WIIC 11

The eyes of Pittsburgh

Represented nationally by Blair-TV

age of our area as well as the entire state.—*Joseph Kelley, Partner, Adcraft Adv. Agency, Corpus Christi.*

EDITOR: . . . One of the best articles I have ever read on our state . . . refreshing after . . . the many articles on Texas written in a sarcastic vein, although attempting to point out the heavy economic growth.—*Tol Ware, Vice President, Amarillo National Bank, Amarillo.*

EDITOR: . . . An excellent report on Texas done in very good taste. This is unusual for outside reporting on Texas and some of the individuals who live here.—*Jack C. Vaughn, Chairman of the Board, Trigg-Vaughn Stations, Dallas.*

EDITOR: . . . Magnificent. Your facts are straight . . . a very accurate picture of Texas and Dallas.—*Hal Dawson Jr., Dallas Chamber of Commerce.*

EDITOR: While recognizing your space limitations on your treatment of Texas' Spanish-language market, we feel you were much too casual about it . . . There are 1½ million Mexican-Americans in Texas . . . It would seem case studies would be the most effective way of judging all media . . . The Mexican-American, regardless of whether or not he is bilingual, is most effectively persuaded in his own language . . . There are three Spanish-language stations in San Antonio, two in Corpus Christi and several serving the Rio Grande Valley and El Paso.—*Arthur Gordon, Vice President, National Time Sales, New York.*

EDITOR: . . . The finest in-depth general study I've read. However, in my opinion not enough attention was paid to the broadcast pioneers in this state.

A note of added interest . . . Fm is missing from many of the top markets in the U.S. Yet in the twin cities of Odessa-Midland there are three in operation and one cp granted—all independents . . . —*Roy A. Elsner, General Manager, KQIP (FM) Odessa.*

EDITOR: Enjoyed your special report on Texas . . .

You will no doubt get many letters from Texans . . . Of course, here in Los Angeles, we will naturally take a very casual, lofty, superior, and tolerant view of the entire Texas matter, since their population, building and economic expansion claims can't begin to compare with ours—and even Arizona leads them percentage-wise.—*Red Blanchard, KNX Los Angeles.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]

NO!

"TRIPLE SPOTTING ON KVOO-TV"

Many agencies and advertisers have been concerned about over-commercialization as a result of the 42-second breaks this fall.

The management of **KVOO-TV** has reaffirmed its policy which has been in effect for the past five years: there will be no triple spotting . . . no over-commercialization . . . on Tulsa's Channel 2.

"Our policy on the above remains absolutely inflexible. **WE WON'T DO IT!"**

The result? You buy with confidence when you buy **KVOO-TV** in Tulsa.

KVOO-TV NBC

Represented by

Edward Petry & Co., Inc.

2

The Original Station Representative

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address—

* Occupation Required

MONDAY MEMO

from **HIDEO YOSHIDA, president, Dentsu Adv. Ltd., Tokyo**

Japan offers ready-made radio-tv markets to the U. S. advertiser

I am often disappointed by the lack of news and publicity in the U.S. lack of news and publicity in the U.S. about Japanese advertising in general and Japanese broadcasting in particular even though Americans have been instrumental in many ways in bringing about the phenomenal growth of the advertising business in Japan. I also wonder why more Americans are not giving deep thought to the Japanese market when that country is currently engaged in reducing its trade barriers against imports from the U.S. and other countries.

The 1960 advertising volume in Japan totaled $500 million, an increase of 23.6% over 1959. Of this figure, 21.5% went into television and 10% into radio for a combined spending of nearly $160 million.

To Americans accustomed to figures reaching the multi-million-dollar level, this may be insignificant, but to the Japanese who have seen its growth from literally nothing in 1951 to its present size, it is encouraging and inspiring.

Commercial Advent ■ For nearly three decades, until some time after World War II, Japan's radio was monopolized by the government-owned NHK (Japan Broadcasting Corp.) during which commercial radio was banned. In 1951, I had the pleasure of working with Japanese business leaders to establish commercial broadcasting.

Today more than 15 million registered and 20 million unregistered radio sets tune to 110 commercial stations and the national government-sponsored NHK network. Telecasting began with less than 800 sets in all Japan in February 1953; as of August 1961, over seven million sets were registered and we estimate that there are eight million sets in the country. There are now 67 commercial tv stations, plus 78 government-owned stations, of which 11 are educational.

Most tv sets in Japan are 14 inches and sell from $100 to $170. This equals about two months pay for the average Japanese and can be paid by the installment system, so sets continue to sell at a very brisk pace. Through a national microwave network, tv waves cover 85% of the country, and the government is preparing reallocations for a secondary channel plan, which should extend coverage to 95%.

In the strict sense of the term, there is no commercial radio or television network, but a nationwide hookup is often effected on the basis of sponsor requirements. But most local stations prefer to hook up with one or more Tokyo stations and to a lesser extent with stations based in Osaka. Station hookups or sponsor networks are affected through the national microwave setup, video-tape or film distribution.

Television broadcast hours vary slightly. In general, weekday broadcasting hours are 7-9 a.m., 11 a.m.-5 p.m. and 5:30 p.m.-12 midnight—averaging 14 hours daily. On Saturdays and Sundays, this increases to 17 hours. Most programs are 30 minutes, but 45-minute and 60-minute programs are increasing.

Quality ■ The quality of Japanese programs is generally very high when the price and time factors are considered. Kabuki shows, Broadway-type musicals and other shows are carried frequently on the commercial tv stations.

American films usually receive high ratings, and although they amount to only a little over 16% of the total programming, they are heavily concentrated in prime time segments. Emphasis on American films will continue to increase, particularly with the gradual lifting of import barriers. U.S. tv films continue to command top billing because major Japanese film producers have not yet joined with the television industry to produce high quality tv films and because there has been a multifold increase in production expenditures to advertisers.

In the commercials, the soft-sell approach predominates; the hard-sell variety, while on the increase, tends to antagonize the audience. Some are so soft and indirect that one often wonders who the sponsor is and what he is trying to sell.

Most Japanese tv commercials are 30 seconds or 60 seconds in length; 30-second spots predominate in station breaks. For some reason 20-second spots have not caught on, but 10-second and 5-second IDs are quite popular.

Scarcity ■ Prime time is next to impossible to secure, and when it is available, the key station often dictates the station lineup. Advertisers who desire favorable time segments on any tv station must establish seniority over the years and must work through strong advertising agencies. Also, prime station breaks are usually sold out for long periods; it is necessary to be alert to see that one does not miss a sudden shift among the established sponsors.

In 1951 when commercial radio went on the air, Dentsu Adv. Ltd. was forced into establishing a radio audience rating service; again when commercial television began operations, Dentsu went into the field of television audience ratings. Through the years, Dentsu's audience ratings have become accepted in the Japanese advertising industry as the medium for judging and evaluating tv programs.

The future of television in Japan is very bright as sets continue to increase and new stations are successfully launched. Several key stations also have been experimenting with color broadcasting during the past few years and color set owners in the metropolitan areas of Tokyo and Osaka get a regular fare of color programs averaging over three hours daily. While color sets are few in number and set prices almost prohibitive, the major stations are going ahead with color plans.

Since black-and-white television established itself in Japan so successfully even in the initial stage through use of sets located in public spots, and in restaurants and cafes, many television executives feel they can succeed just as well with color sets, using the same methods. At any rate, color tv has Japanese advertising's attention today.

Hideo Yoshida, whose singular pioneer role in Japanese advertising is frequently paralleled with Albert Lasker's leadership in the U.S., entered Dentsu Adv. in 1958 upon graduation from Tokyo U., where he studied economics. He became president of Dentsu in 1947. It was primarily through his perseverance, with support from the U.S. occupation force in Japan after World War II, that the Japanese government permitted commercial radio to start in 1951 and commercial tv in 1953.

HERE'S THE REAL

RAZZ-MA-TAZZ

The nostalgia that was the 20's comes vitally alive . . more glorious than ever! Razz-Ma-Tazz . . 15 memory-igniting vocal and ensemble jingles that relive a fantastic era . . when B. Boop, R. Vallee, A. Jolson were legends in the making . . when The Untouchables were making legend for summer re-run . . when THE SOUND was king! Razz-Ma-Tazz, 15 authentic new station ID jingles that capture this lush era as only CRC can . . Razz-Ma-Tazz, the most stimulating sound ever to distinguish your station! Call or wire today for free audition.

PRODUCED BY

COMMERCIAL RECORDING CORPORATION
Dallas, Texas

DISTRIBUTED EXCLUSIVELY BY

RICHARD H ULLMAN, INC.

Exclusive distributors of The Big Sound, Formatic Radio, CRC Jingles, Target Jingles, IMN Jingles, Ev Wren Productions.
1271 Avenue of the Americas, New York • PLaza 7-2197

A Division of THE PETER FRANK ORGANIZATION, INC.
Hollywood/New York

$

When your television dollars are looking for the network and the time period that will deliver the biggest and most responsive national audience, remember this:

%

The percentages are riding with you on ABC-TV. Take a look at the latest National Nielsen, see how the lookers, coast-to-coast-wise, are spending their looking-time.

1/2

In the critical matter of half-hour by half-hour ratings, ABC-TV showed its popular appeal with 21 out of 51 firsts...more firsts, that is to say, than Net Y or Net Z.*

*

*Nielsen National TV Report; Average Audience, all sponsored time periods, two weeks ending Aug. 6, 1961, Mon. thru Sat., 7:30-11:00 PM; Sun. 6:30-11:00 PM.

ABC Television

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
September 4, 1961, Vol. 61, No. 10

TELEVISION PASSES RECESSION TEST

■ Economic downturn fails to halt rising curve of medium
■ Second quarter rally puts '61 spot billings even with '60
■ FCC figures show network, spot with 7% gain in last year

Television is now emerging from its third and most severe economic recession test in 10 years with its sales still moving upward.

Two reports last week buttressed the rising optimism evident during the past few weeks on a wave of accelerating sales for fall and winter. Together the reports show that television weathered the general economic downturn of 1959-60 with its sales curve intact and still rising—the only major medium to do so.

- FCC's official report for 1960 showed national spot and network sales wound up the year 7% ahead of the total for 1959, even though the general economy was in a slide through most of the last half of 1960.
- Television Bureau of Advertising estimates for the first half of the current year showed the 1960 advances had been slowed but not stopped by the general downturn, which hit bottom in the first quarter of 1961. Spot billings, off 2.1% in the first quarter, rallied in the second and wound up the first six months about 1% below the 1960 level. Network billings, which rose 6.2% in the first quarter, climbed 8.2% in the second and 7.5% for the six-month period. Total national billing rose 3.7% for the six months.

On this track record through the rocky recession period there appeared little doubt that, barring war or other unpredictable catastrophe, television would wind up 1961 with another record in national sales. The networks' fall sales have been running ahead of last year's pace (BROADCASTING, Aug. 7, et seq) and spot sales, picking up noticeably in recent weeks, are expected to continue these gains and prove stronger in the fourth quarter.

TvB foresees total network billings of about $735 million for the year, a gain of about 8% over 1960, and spot billings of at least $625 million, a 2% rise. These estimates represent gross time billings, before commissions and discounts.

Although there are no authoritative figures on the current condition of local television sales, there is nothing to indicate a local pattern materially different from that shown for national. The FCC figures for 1960 showed local business performing at about the same percentage level of increase—7.6%—as network and spot.

Good Track Record ▪ Television's record in the face of general economic decline was seen as especially heartening in relation to the sales of rival media, none of which gained or even held even in the first half of this year as compared to the same period a year ago. Tv's major competitors did advance in 1960 as compared to 1959, although in most cases at lower percentage levels than television.

Media Records estimated gross national advertising expenditures for newspaper space in 1960 at $782,149,000, up 1.2% from 1959. Leading National Advertisers put the comparable figure for magazines at $853,581,000, up 9%. There were no comparable estimates on radio's gross, but McCann-Erickson estimated net expenditures for radio time and talent at $668,000,000, a gain of 1.8%.

In the first half of 1961, however, the print media took a tumble and radio also slipped behind its totals for the same period of 1960. Magazine revenues were estimated at $419 million, a drop of 4%, and newspaper lineage was down 6.8%. Although there were no official estimates on net-

Uhf makes profit—$300,000 for 72 stations

Uhf television moved into the black ink column for the first time in its eight-year life in 1960. Total income for the chs. 14 to 83 stations amounted to $300,000.

In previous years, uhf stations as a group showed losses of $500,000 in 1959, $2.2 million in 1958, and $3.5 million in 1957.

Last year, the FCC's 1960 financial report on tv showed, half of the 72 uhf stations operating for the full year ended with a profit, while the other half showed losses.

Other highlights of uhf's financial muscle in 1960:

- Two uhf stations made profits before federal income taxes of between $200,000 and $400,00. Most, 19 of them, had profits of less than $50,000.
- The same number, 19, had losses of less than $50,000—and again two uhf operators sustained losses of between $200,000 and $400,000.
- Eighteen uhf stations reported total revenues in the $200,000-$400,000 class—with half of these announcing a profit, while the other half reported a loss. Thirteen uhf stations had total revenues of less than $100,000 for the year (of which 10 sustained losses), while 12 uhf outlets reported total revenues of between $400,000 and $600,000 (again with half showing a profit and half a loss).

UHF PROFIT AND LOSS
(as of Dec. 31, 1960)

	Profit	Loss
Full year operation*	36	36
Part year operation**	—	3
Total Broadcast Revenues (for stations operating full year)	36	39
$1—$1.5 million	4	—
$800,000—$1 million	8	2
$600,000—$800,000	5	—
$400,000—$600,000	6	6
$200,000—$400,000	9	9
$100,000—$200,000	1	9
less than $100,000	3	10
Total	36	36
Profits (before federal income tax) or losses		
$200,000—$400,000	2	2
$100,000—$200,000	7	4
$50,000 —$100,000	8	11
less than $50,000	19	19
Total	36	36

*Data is not available for one station which operated full year and is not counted in these figures.

**There were two stations which operated during 1960 but which ceased before Dec. 31, 1960. These are not counted.

Individual market revenue for 1960 compared with that in 1959

Market	Number Stations Reporting	Total 1960 Revenues (000)	Network 1960 (000)	Network 1959 (000)	Gain or (loss) (000)	Spot 1960 (000)	Spot 1959 (000)	Gain or (loss) (000)	Local 1960 (000)	Local 1959 (000)	Gain or (loss) (000)
New York, N. Y.	7	$75,444	$10,656	$11,070	(414)	$59,629	$53,852	5,777	$12,037	$10,570	1,467
Los Angeles, Calif.	7	45,404	5,683	5,302	381	28,013	28,545	(532)	17,501	16,992	509
Chicago, Ill.	4	41,082	6,007	6,158	(151)	27,933	25,327	2,606	8,363	8,090	273
Philadelphia, Pa.	3	24,928	5,165	5,136	29	18,520	16,278	2,242	4,759	3,994	765
Boston, Mass.	3	20,034	3,627	3,620	7	13,869	13,191	678	5,499	5,251	248
Detroit, Mich.	3	18,139	4,443	4,255	188	10,798	10,042	756	4,239	4,406	(167)
Cleveland, Ohio	3	16,895	3,444	3,411	33	10,391	9,004	1,387	3,649	3,378	271
San Francisco-Oakland, Calif.	4	17,161	3,499	3,364	135	9,791	9,716	75	5,477	5,346	131
Pittsburgh, Pa.	3	15,371	3,057	3,262	(205)	10,727	10,782	(55)	3,700	3,351	349
St. Louis, Mo.	4	12,434	2,595	2,539	56	8,137	7,014	1,123	3,129	3,178	(49)
Washington, D. C.	4	11,831	2,343	2,431	(88)	7,579	6,948	631	2,485	2,314	171
Minneapolis-St. Paul, Minn.	4	11,461	2,432	2,408	24	5,414	5,070	344	4,139	3,644	495
Buffalo-Niagara Falls, N. Y.	3	10,304	2,213	2,120	93	6,909	6,081	828	2,868	2,529	339
Dallas-Fort Worth, Tex.	4	10,211	2,074	2,151	(77)	5,234	4,529	705	3,615	3,131	484
Cincinnati, Ohio	3	9,875	1,967	1,922	45	5,656	5,227	429	2,281	2,316	(35)
Baltimore, Md.	3	9,712	2,115	2,096	19	6,205	5,792	413	2,622	2,742	(120)
Indianapolis-Bloomington, Ind.	4	9,264	1,860	1,819	41	5,406	5,220	186	2,504	2,258	246
Miami, Fla.	3	9,247	1,469	1,406	63	4,950	4,659	291	3,005	2,533	472
Milwaukee, Wis.	4	9,195	2,141	1,924	217	5,878	5,515	363	2,199	1,875	324
Hartford-New Haven-New Britain-Waterbury, Conn.	5	8,916	1,815	1,637	178	7,017	5,922	1,095	1,377	1,265	112
Kansas City, Mo.	3	8,537	2,062	2,071	(9)	5,606	4,939	667	1,940	2,041	(101)
Seattle-Tacoma, Wash.	5	8,208	1,830	1,606	224	5,488	5,421	67	1,800	1,539	261
Houston-Galveston, Tex.	3	8,163	1,765	1,611	154	5,288	4,811	477	2,306	2,432	(126)
Columbus, Ohio	3	7,971	1,694	1,659	35	4,597	4,038	559	2,102	2,060	42
Atlanta, Ga.	3	7,404	1,706	1,665	41	4,399	3,882	517	1,921	1,927	(6)
Denver, Colo.	4	7,010	1,198	1,171	27	3,634	3,340	294	2,459	2,541	(82)
Portland, Ore.	3	6,560	1,560	1,463	97	4,554	4,130	424	1,556	1,505	51
New Orleans, La.	3	6,407	1,418	1,386	32	3,472	3,127	345	2,230	2,288	(58)
Oklahoma City-Enid, Okla.	3	5,575	1,372	1,356	16	2,833	2,838	(5)	1,548	1,336	212
Albany-Schenectady-Troy, N. Y.	3	5,559	1,545	1,496	49	3,504	3,279	225	1,142	1,015	127
Memphis, Tenn.	3	5,265	1,688	1,592	96	3,139	2,852	287	1,136	1,065	71
Tampa-St. Petersburg, Fla.	3	5,275	1,065	1,016	49	2,983	2,531	452	1,739	1,536	203
Sacramento-Stockton, Calif.	3	5,232	1,065	913	152	3,545	3,383	162	1,456	1,241	215
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	4,730	1,278	1,099	179	2,156	2,004	152	1,604	1,335	269
Omaha, Neb.	3	4,631	1,365	1,353	12	2,361	2,415	(54)	1,013	928	85
Nashville, Tenn.	3	4,601	1,288	1,254	34	1,939	1,609	330	1,865	1,672	193
Harrisburg-Lancaster-York-Lebanon, Pa.	5	4,325	1,216	1,161	55	2,791	2,518	273	1,149	1,060	89
Phoenix-Mesa, Ariz.	4	4,320	782	727	55	1,705	1,467	238	2,159	1,835	324
San Antonio, Tex.	4	4,139	1,088	1,060	28	2,304	2,067	237	1,349	1,288	61

work radio, its total billings were generally acknowledged to have been hard hit in the first quarter but to be recovered steadily in the second. The latest estimates on spot radio indicate that while business rallied strongly in the second quarter and full-year totals probably will be better than last year's, billings in the first half were still 4.7% below those for the same 1960 period (see story page 37).

Important Index ▪ Definitive figures on tv's performance through the 1960-61 slump had been awaited somewhat more nervously than in preceding recessions because this was the first since television neared its apparent leveling-off point in terms of both tv homes and tv stations. In the 1953-54 slump, the first after it became a major advertising vehicle, television was still growing rapidly and its sales climb scarcely wavered. In the 1957-58 downturn tv's rate of growth had already slowed perceptibly and its sales, too, though they continued to advance moderately.

The question in the 1959-60 downturn—apparently answered in the negative—was whether television had now reached a point where it might be more vulnerable, like its print competitors, in times of general economic rough sledding.

TvB's second-quarter spot sales report—prepared for TvB by N. C. Rorabaugh Co.—indicated that despite spot's rocky start in the first three months, sales in the second quarter pulled even with and even exceeded by a fraction (0.04%) the total for the pre-recession second quarter of 1960.

The 1961 second-quarter total was put by TvB-Rorabaugh at $160,599,000, representing reports from 338 stations. The 0.04% gain was figured on the basis of 314 stations which submitted reports for the second quarters of both years.

Rally Builds Total ▪ The second-quarter rally brought the spot total for the first six months to $311.9 million as compared to $315.2 million for the same period of 1960. Network gross time sales meanwhile approximated $182.5 million in the first quarter and $181.4 million in the second for a first-half total of $363.9 million, as against $336.3 million during the first half of 1960.

Procter & Gamble again paced the spot tv field in the second quarter with gross billings of $16.4 million followed by Colgate-Palmolive with $4.7 million and Lever with almost $4.3 million (see list of top 100, page 32). Newcomers to the top 100 spot advertisers were Phillips-Van Heusen Corp. with $428,000; Cities Service with $388,500; Pure Oil with $379,900 and California Spray Chemical Corp. with $354,500.

Four of the six principal product classifications showed gains over the second quarter of 1960. The cosmetics and toiletries group with $16.7 million was up 1.7%; ale, beer and wines with $14.8 million were ahead by 10.4%; household laundry products with almost $13 million were up 8.5% and confections and soft drinks at $9.7 million were up 10.1%. Declines

Market	Number Stations Reporting	Total 1960 Revenues (000)	Network		Gain or (loss) (000)	Spot		Gain or (loss) (000)	Local		Gain or (loss) (000)
			1960 (000)	1959 (000)		1960 (000)	1959 (000)		1960 (000)	1959 (000)	
Rochester, N. Y.	3	4,109	1,051	1,105	(54)	2,591	2,246	345	1,002	1,147	(145)
Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	4,099	1,207	1,141	66	1,896	1,785	111	1,146	1,079	67
Greenville-Spartanburg, S. C.-Asheville, N. C.	4	2,946	795	682	113	1,545	1,176	369	800	697	103
Fresno, Cal.	3	2,918	834	793	41	1,658	1,561	97	870	804	66
Honolulu, Hawaii	3	2,835	304	252	52	1,096	937	159	1,598	1,519	79
Portland-Poland Spring, Me.	3	2,809	820	667	153	1,659	1,461	198	586	461	125
Mobile, Ala.-Pensacola, Fla.	3	2,786	587	487	100	1,258	963	295	1,003	996	7
Flint-Saginaw-Bay City, Mich.	3	2,754	860	802	58	1,580	1,430	150	624	573	51
Roanoke-Lynchburg, Va.	3	2,634	871	862	9	1,195	1,141	54	814	691	123
Green Bay, Wis.	3	2,517	908	810	98	913	950	(37)	844	762	82
Orlando-Daytona Beach, Fla.	3	2,405	543	523	20	956	714	242	1,040	919	121
Fort Wayne, Ind.	3	2,397	763	690	73	953	919	34	831	819	12
Peoria, Ill.	3	2,392	710	663	47	1,011	977	34	852	791	61
Knoxville, Tenn.	3	2,392	713	664	49	1,190	1,003	187	793	863	(70)
Little Rock, Ark.	3	2,376	687	637	50	1,010	1,013	(3)	808	718	90
Madison, Wis.	3	2,049	543	524	19	1,066	817	249	559	557	2
Tulsa, Okla.	3	3,965	1,153	1,099	44	2,095	2,005	90	1,049	934	115
Salt Lake City-Ogden-Provo, Utah	3	3,903	969	919	50	1,426	1,384	42	1,593	1,402	191
Des Moines-Ames, Iowa	3	3,707	1,059	998	61	2,388	2,355	33	686	623	63
Johnstown-Altoona, Pa.	3	3,492	928	926	2	2,193	1,903	290	700	611	89
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	5	3,305	752	**		1,639	**		1,261	**	*
Wichita-Hutchinson, Kans.	3	3,299	919	855	64	1,736	1,829	(93)	961	869	92
Richmond-Petersburg, Va.	3	3,256	973	1,053	(80)	1,321	1,287	34	820	685	135
Spokane, Wash.	3	3,059	710	672	38	2,067	1,794	273	822	846	(24)
Wilkes-Barre-Scranton, Pa.	3	3,044	897	834	63	1,310	1,060	250	990	978	12
Cedar Rapids-Waterloo, Iowa	3	2,639	818	768	50	1,496	1,570	(74)	486	407	79
Chattanooga, Tenn.	3	2,033	642	625	17	922	790	132	657	667	(10)
Tucson, Ariz.	3	1,980	358	273	85	504	468	36	1,206	1,032	174
Evansville, Ind.	3	1,947	635	516	119	686	688	(2)	806	702	104
El Paso, Tex.	3	1,907	380	325	55	638	688	(50)	883	781	102
South Bend-Elkhart, Ind.	3	1,900	547	540	7	677	721	(44)	701	589	112
Albuquerque, N. M.	3	1,898	431	388	43	508	530	(22)	1,059	956	103
Amarillo, Tex.	3	1,867	430	390	40	588	558	30	1,014	1,019	(5)
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3	1,862	601	497	104	1,049	1,138	(89)	328	289	39
Youngstown, Ohio	3	1,838	525	499	26	850	859	(9)	523	420	103
Bakersfield, Cal.	3	1,782	336	**		721	**		884	**	
Rochester-Austin, Minn.-Mason City, Iowa	3	1,674	393	332	61	595	676	(81)	674	656	18
Colorado Springs-Pueblo, Colo.	3	1,512	301	219	82	445	423	22	766	695	71
Las Vegas-Henderson, Nev.	3	1,192	113	86	27	199	219	(20)	788	698	90

were registered by household cleaners, cleansers, polishs and waxes, off 10.1% to $8.6 million, and tobacco products, off 2.6% to $8.3 million (for complete category list see page 32).

The TvB-Rorabaugh figures represent gross expenditures for time only, before commissions and discounts, while FCC's figures represent expenditures for time after the volume discounts.

Spot by Markets ▪ Although total spot revenues in 1960 climbed by 8.3% over comparable 1959 income, the changes were spotty when time sales are analyzed market by market (see table above).

In the number one tv market, New York, spot revenues leaped upward from 1959's take by over $5.7 million.

In Los Angeles, however, the number two tv market showed spot revenues slipped by $500,000.

Actually spot income went up in most of the top tv markets in 1960. Spot jumped by over $2.6 million in Chicago and by $2.2 million in Philadelphia.

It moved up by $1 million or more in Cleveland, St. Louis and Hartford-New Haven-New Britain-Waterbury, Conn.

In some 15 other cities, however, besides Los Angeles, spot fell below the 1959 income from this category of time sales.

These were Pittsburgh, Oklahoma City, Omaha, Green Bay, Little Rock, Wichita, Evansville, El Paso, South Bend-Elkhart, Albuquerque, Paducah-Cape Giradeau-Harrisburg (Ill.), Youngstown, Rochester-Austin (Minn.), Mason City (Iowa), Las Vegas-Henderson (Nev.), Cedar Rapids-Waterloo (Iowa) and Wichita.

Top Cities ▪ Still the lead city, New York tv stations took in almost $75.5 million in total broadcast revenues in 1960, compared to $69.5 million in 1959. Network time sales revenues dipped by over $400,000 but spot and local moved up, by $5.7 million and $1.5 million respectively.

Los Angeles, remaining in second place for total tv revenues, accounted for $45.4 million, which was a slippage of $200,000 compared to 1959's total revenues of $45.6 million. Network

Near bullseye

BROADCASTING'*s* estimates of 1960 television time sales—published more than six-months before the FCC report—were virtually on the button.

For the PERSPECTIVE 1961 issue (Feb. 20), BROADCASTING estimated total time sales at $1,146.3 million. The FCC's final, official figures for total time sales was $1,146.6 million, a difference of two hundredths of one percent. Sale of network time was figured at $462.2 million; the FCC reported this amounted to $471.6—a difference of 2%. Sale of national non-network time was estimated at $469.7 million; the FCC reported this category at $459.2 million—2% high for the estimate. Local time sales were estimated at $206.9 million; the FCC's report showed $215.8 million for this category—a difference of 4% between the estimate and actual official figures.

How tv networks, stations fared 1958-60

TABLE 1

BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 530 TV STATIONS
1960 - 1959 - 1958
($ Millions)

	1960	1959[2]	1958[1]
	Broadcast Revenues		
3 Networks (including 15 owned and operated stations*)	$ 640.7	$ 576.1	$ 516.7
93 Pre-Freeze television stations	303.2	291.2	263.6
Subtotal	943.9	867.3	780.3
Post-Freeze television stations:			
346 vhf stations	293.9	268.6	223.6
76 uhf stations	30.8	28.0	26.1
Industry total	$1,268.6	$1,163.9	$1,030.0
	Broadcast Expenses		
3 Networks (including 15 owned and operated stations*)	$ 545.5	$ 488.2	$ 439.7
93 Pre-Freeze television stations	204.6	196.1	187.8
Subtotal	750.1	684.3	627.5
Post-Freeze television stations:			
346 vhf stations	243.9	228.8	202.3
76 uhf stations	30.5	28.5	28.3
Industry total	$1,024.5	$ 941.6	$ 858.1
	Broadcast Income (Before Federal Income Tax)		
3 Networks (including 15 owned and operated stations*)	$ 95.2	$ 87.9	$ 77.0
93 Pre-Freeze television stations	98.5	95.1	75.8
Subtotal	193.7	183.0	152.8
Post-Freeze television stations:			
346 vhf stations	50.1	39.8	21.3
76 uhf stations	.3	† .5	†2.2
Industry total	$ 244.1	$ 222.3	$ 171.9

† Denotes loss.

[1] 1958 data cover 3 networks and 19 owned and operated stations; 94 pre-freeze and 401 post-freeze stations (322 vhf and 79 uhf).

[2] 1959 data cover 3 networks and 17 owned and operated stations; 93 pre-freeze and 411 post-freeze stations (334 vhf and 77 uhf). Two network owned uhf stations were sold prior to December 31, 1959.

* Includes one post-freeze vhf station.

sales were up by $381,000 and local rose by $509,000, but spot fell back by $532,000.

Chicago, in show position, took in $41 million, compared to $38.8 million in 1959. Network slipped by $151,000, but spot shot up by $2.6 million and local revenues moved ahead by $273,000.

Even the tail-ender in tv markets showed a substantial gain, for its size, in total revenues. Las Vegas-Henderson, Nev., accounted for $1.2 million in total revenues in 1960, compared to $1.1 million in 1959. Network income rose by $27,000; spot sank by $20,000 and local revenues moved upward by $90,000.

Dips in Cities ▪ With all the upbeat in revenues, there were surprising evidences of slippage in other categories of times sales aside from spot revenues.

Local income dipped by $167,000 in Detroit. In Pittsburgh network revenues slid $205,000, in addition to the spot dip of $55,000. Local revenues softened by $49,000 in St. Louis.

Network revenues fell below the previous year in Washington, Dallas-Fort Worth, Kansas City, Rochester (N. Y.) and Richmond-Petersburg.

Local income slid in Cincinnati, Baltimore, Kansas City, Houston-Galveston, Atlanta, Denver, New Orleans, Rochester (N.Y.), Knoxville, Spokane, Amarillo and Chattanooga.

Upward Move ▪ Television's revenues and profits continued to move up in 1960 notwithstanding business conditions that were still generally soft following the 1959-1960 recession.

Total revenues for the three tv networks and 530 stations last year inched up to $1,268.6 million, up 9% over 1959's $1,163.9 million, according to the FCC's annual financial report on tv issued last week.

Profits, before federal income tax,

Network-station financial picture, 1960

TABLE 2: BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 530 TV STATIONS
1960

Item	3 Networks	15 Network Owned and Operated TV Stations	515 Other TV Stations	Total 3 Networks and 530 TV Stations
A. Revenues from the sale of time:				
1. Network time sales:				
Sale of network time to advertisers	$468.8	$	$	$ ....
Total network time sales	468.8	....	....	....
2. Deductions from network's revenue from sale of time to advertisers				
a. Paid to owned and operated stations	29.9	....	....	....
b. Paid to affiliated stations	132.0	....	....	....
Total participation by others (excluding commissions) in revenue from sale of network time	161.9	....	....	....
3. Total retentions from sale of network time	$306.9	$ 29.9	$134.8[1]	$471.6
4. Non-network time sales:				
a. National and regional advertisers	....	100.3	358.9	459.2
b. Local advertisers	....	30.8	185.0	215.8
Total non-network time sales	....	131.1	543.9	675.0
5. Total time sales	306.9	161.0	678.7	1,146.6
6. Deduct—Commissions to agencies, representatives, etc.	70.4	24.6	99.7	194.7
7. Net time sales	$236.5	$136.4	$579.0	$951.9
B. Revenues from incidental broadcast activities:				
a. Talent	220.1	3.6	10.6	234.3
b. Sundry broadcast revenues	38.2	5.9	38.3	82.4
Total incidental broadcast activities	258.3	9.5	48.9	316.7
Total broadcast revenues	494.8	145.9	627.9	1,268.6
C. Total broadcast expenses	461.2	84.3	479.0	1,024.5
D. Broadcast income (before Federal income tax)	$ 33.6	$ 61.6	$148.9	$244.1

[1] Total retentions from sale of network time of $134.8 million by 515 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.

How tv networks, stations apportioned operating costs

TABLE 6: BROADCAST EXPENSES OF 3 TV NETWORKS AND 530 TV STATIONS
1960

Type of Expenses	3 Networks	15 Network Owned and Operated TV Stations	515 Other TV Stations	Total 3 Networks and 530 TV Stations
		($ Thousands)		
Technical	$ 27,783	$14,812	$ 78,039	$ 120,634
Program	376,948	42,173	196,944	616,065
Selling	23,207	8,895	58,238	90,340
General and Administrative	33,232	18,436	145,767	197,435
Total Broadcast Expenses	$461,170	$84,316	$478,988	$1,024,474

BALANCE!

WHO-TV
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There was a time when agriculture dominated Central Iowa's economy. But it's not true today. Central Iowa—the area served by WHO-TV—is one of America's most diversified markets.

Take Des Moines for example. Its population has grown 17% in 10 years. The city has 300 factories manufacturing 1,000 different products PLUS 44 insurance company home offices with $7.4 billion of insurance in force. Yet Des Moines is only *one of 48* towns and cities in WHO-TV's primary coverage area.

Today, more than half the $2.5 billion income in Central Iowa comes from sources other than agriculture, but farm incomes *average $14,700* per year.

Your PGW Colonel has all the facts on WHO-TV—the one station best equipped to give you a good share of Central Iowa's bustling, balanced economy.

Source: Sales Management Survey of Buying Power, May 10, 1961; SRDS, June 15, 1961; and U.S.D.A. Census Reports.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC and **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Peters, Griffin, Woodward, Inc.
National Representatives

memo to:

Media Departments

IS OUR HOOPER THE HIGHEST ANYWHERE?

	RATING	SHARE
M-F 7:00 am-7:30 am	17.2	63.7
M-F 7:30 am-8:00 am	17.7	72.1

WILS HOOPERATING
JAN-MAR, 1961

We've been told our recent Hooperating may be the highest in the country. We'd like to know for sure. So if you know of a higher rating (or a lower cost per thousand), please write E. L. "Red" Byrd, our station manager.

19

RADIO WILS LANSING 1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

Profit-loss breakdown of tv stations by revenue class

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS

[Stations Operating Full Year 1960 Only]

	Pre-Freeze VHF		Post-Freeze VHF		Post-Freeze UHF	
Total Broadcast Revenues	Profit	Loss	Profit	Loss	Profit	Loss
Over $8,000,000	10	–	–	–	–	–
6,000,000 - 8,000,000	9	1	–	–	–	–
4,000,000 - 6,000,000	13	2	4	–	–	–
3,000,000 - 4,000,000	18	1	5	–	–	–
2,000,000 - 3,000,000	30	–	21	1	–	–
1,500,000 - 2,000,000	12	–	20	1	–	–
1,000,000 - 1,500,000	6	1	48	3	4	–
800,000 - 1,000,000	–	1	26	6	8	2
600,000 - 800,000	1	1	48	7	5	–
400,000 - 600,000	–	1	45	10	6	6
200,000 - 400,000	–	–	29	18	9	9
100,000 - 200,000	–	–	4	18	1	9
Less than 100,000	–	–	4	10	3	10
Total operating full year 1960	99	8	254	74	36	36

NOTE: Excludes 7 satellite stations whose financial data are included with their parent station.

rose to a new high—to $244.1 million, up 9.8% over 1959's $222.3 million.

In both cases the rise was less than in the previous reporting period. Total revenues in 1959 jumped by 13% over those of 1958, and 1959 profits were 29.3% over 1958's.

Median Figures ▪ Included for the first time in the FCC's report is a table showing median revenues and median profits and losses for three major groupings of the nation's markets.

In markets which had three or more tv stations operating, the median revenue for 269 stations was $1,240,000; the median profit for 218 of these stations reporting black ink operations was $310,000 and the median loss for 51 red ink operations was $61,000.

For those markets where only two stations were operating, 136 stations had median revenues of $684,000, with 107 reporting a median profit at $130,000 and 29 reporting a median loss of $42,000.

In markets with only a single tv station, median revenues for 116 outlets was $215,000, with 65 stations having a median profit of $44,000 and 51 having a median loss of $36,000.

The median figure means that there are just as many stations reporting revenues, profits or losses above the median figure as below.

Other highlights of the FCC report:

▪ Advertisers bought 5.8% more network time in 1960 than in 1959—revenues from the sale of network time totaled $471.6 million in 1960 compared to $445.8 million in 1959.

Time sales to national and regional advertisers (spot) moved up 8.3%, $459.2 million in 1960 compared to $424.2 million in 1959.

Local time sales moved up 7.6%—$215.8 million in 1960 compared to $200.6 million in 1959.

Total time sales for the second year went over $1 billion—$1,146.6 million, up 6.5% over 1959's $1,076.6 million.

The three tv networks and their 15 owned stations took in $640.7 million, up 11.2% over 1959. Expenses went up 11.7% to $545.5 million, and profits before federal income tax were up 8.3% to $95.2 million.

Network operation accounted for 77.2% of the total revenues of the three networks and their 15 owned stations ($640.7 million), but only 35.3% of the total profits ($95.2 million).

The 93 pre-freeze tv stations, all vhf, accounted for 23.9% of total industry revenues as compared to their 1959 share of 25.0%. Total revenues of these "grandfather" stations totaled $303.2 million compared to $291.2 million in 1959, and profits hit $98.5 million compared to $95.1 million in 1959.

The 422 post-freeze stations reported total revenues of $324.7 million, representing 25.6% of total industry revenues, virtually the same ratio as in 1959. Of the 422 post freeze tv stations, 346 were vhf.

Of the 507 tv stations operating for the full 1960 year, 389 reported a profit. Of the 107 pre-freeze stations, 99 reported a profit. Among the 328 post-freeze vhf stations, 254 reported a profit.

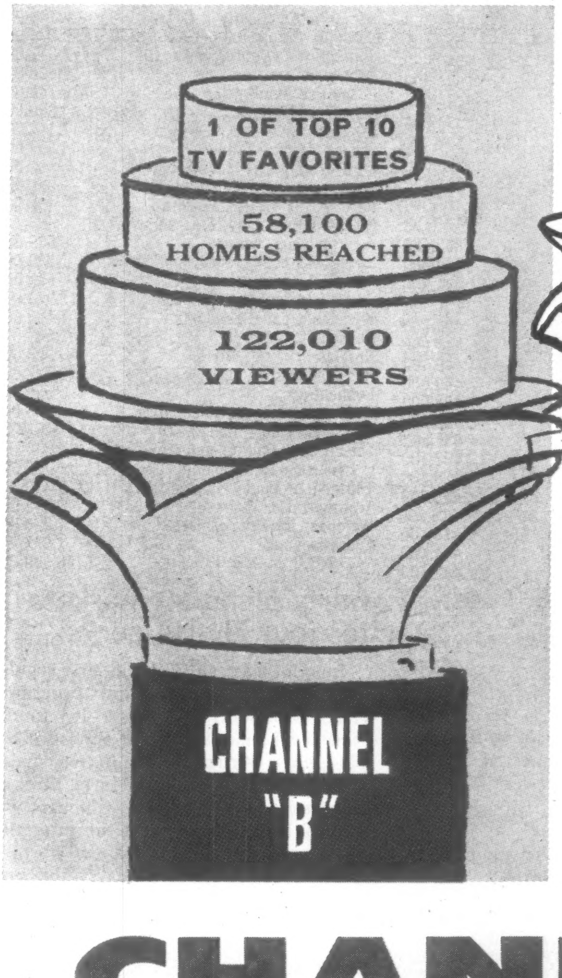
As a combined group, 81.1% of all vhf stations reported profits, compared to 78.5% in this category in 1959.

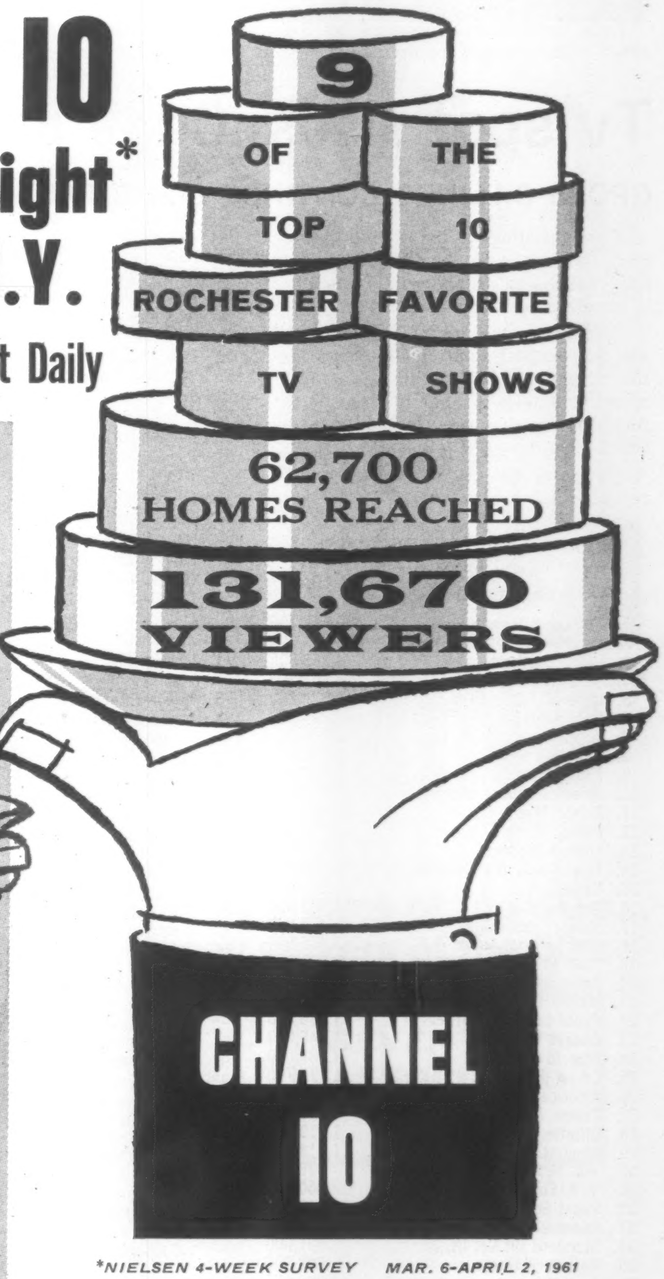
Reporting profits of over $1 million before federal income tax were 67 stations, compared to 65 reporting this sum in profits for 1959.

Of the total revenues taken in by tv stations and networks in 1960, 75% ($951.9 million) was derived from the sale of time, and 25% ($316.7 mil-

CHANNEL 10
Carries The Weight* In Rochester, N.Y.

From 6:00 P.M. to Midnight Daily


1 OF TOP 10
TV FAVORITES
58,100
HOMES REACHED
122,010
VIEWERS
CHANNEL
"B"


9
OF
THE
TOP
10
ROCHESTER
FAVORITE
TV
SHOWS
62,700
HOMES REACHED
131,670
VIEWERS
CHANNEL
10

**NIELSEN 4-WEEK SURVEY MAR. 6-APRIL 2, 1961*

CHANNEL 10

BASIC CBS AFFILIATE ABC
ROCHESTER, N.Y.

lion) from the sale of talent and program material to advertisers. This is a percentage change from previous years; in 1959, 1958 and 1957 the split was 77% and 23%.

Total time sales amounted to $1,146.6 million and were divided 41.1% ($471.6 million) from the sale of network time to national advertisers, 40.1% ($459.2 million) from the sale of non-network time to national advertisers, and 18.8% ($215.8 million) from the sale of time to local advertisers. These apportionments are roughly the same as in 1959. Time sales figures are before commissions.

- There were 40,612 employed in tv in 1960, up 342 over the 40,270 employed in 1959. As of Dec. 31, 1960, there were 35,721 full-time employes, and 4,891 part time employes in tv.

Tv spot rises .04% in second quarter

GROSS BILLINGS CONTINUE CLIMB PAST $160.5 MILLION MARK

Tv spot billings in the second quarter rose .04% over the like quarter a year ago, Television Bureau of Advertising is announcing today (Sept. 4).

Total gross billings of $160,599,000 for the second quarter are based on the reporting of 338 stations. The aforementioned .04% change is based on the 314 stations that reported in both the second quarter of 1960 and 1961.

The complete TvB-N. C. Rorabaugh report:

TOP 100 SPOT TV ADVERTISERS
SECOND QUARTER 1961

(Source: TvB-Rorabaugh)

1.	Procter & Gamble	$16,419,700
2.	Colgate-Palmolive	4,736,300
3.	Lever Brothers	4,268,800
4.	Coca-Cola Co./Bottlers	3,661,300
5.	General Foods Corp.	3,527,200
6.	Continental Baking Co.	3,337,500
7.	William Wrigley Jr. Co.	2,700,700
8.	Standard Brands	2,252,500
9.	P. Lorillard Co.	2,212,600
10.	American Home Products	1,914,700
11.	Bristol-Myers Co.	1,836,800
12.	Philip Morris	1,797,600
13.	Lestoil Products	1,588,500
14.	Hunt Foods & Industries	1,556,600
15.	Kellogg Co.	1,554,900
16.	Simoniz Co.	1,483,800
17.	Miles Laboratories	1,475,500
18.	International Latex	1,438,500
19.	Corn Products Co.	1,368,300
20.	Anheuser-Busch	1,311,000
21.	Nestle Co.	1,291,400
22.	Pepsi Cola Co./Bottlers	1,285,200
23.	Quaker Oats Co.	1,246,000
24.	Alberto-Culver Co.	1,185,000
25.	Carter Products	1,171,700
26.	American Tobacco Co.	1,168,800
27.	Brown & Williamson Tobacco	1,129,600
28.	Gillette Co.	1,115,300
29.	General Mills	1,018,700
30.	Jos. Schlitz Brewing	998,900
31.	J. A. Folger & Co.	950,400
32.	Pabst Brewing Co.	948,100
33.	General Motors Dealers	922,500
34.	Standard Oil Co. (N. J.)	921,000
35.	United Vintners	898,200
36.	Avon Products	880,600
37.	Carling Breweries	832,300
38.	Ford Motor Co. Dealers	822,700
39.	Ward Baking Co.	772,800
40.	Sterling Drug	763,900
41.	Hills Bros. Coffee	761,200
42.	Food Manuf. Inc.	759,600
43.	Warner-Lambert Pharma.	738,500
44.	Consolidated Cigar	730,500
45.	American Oil	728,800
46.	Sears Roebuck	721,000
47.	Pharma-Craft	713,900
48.	R. J. Reynolds Tobacco	712,600
49.	Falstaff Brewing	703,400
50.	Maybelline	$696,300
51.	North American Phillips	674,600
52.	U.S. Borax & Chem.	673,300
53.	Vic Tanny Enterprises	631,500
54.	American Chicle Co.	630,000
55.	Norwich Pharmacal Co.	625,700
56.	E. & J. Gallo Winery	616,400
57.	Carnation Co.	588,500
58.	Swift & Co.	581,000
59.	Theo. Hamm Brewing	571,100
60.	Ralston-Purina	564,700
61.	S. C. Johnson & Son	551,000
62.	Welch Grape Juice Co.	545,400
63.	Phillips Petroleum Co.	544,300
64.	John Morrell & Co.	534,000
65.	National Biscuit Co.	517,500
66.	Andrew Jergens Co.	509,000
67.	Helene Curtis Industries	500,600
68.	Campbell Soup Co.	487,700
69.	Liebmann Breweries	481,000
70.	Sun Oil Co.	471,100
71.	Lanolin Plus	465,400
72.	Piel Bros.	464,300
73.	Atlantic Refining	454,200
74.	Interstate Bakeries	451,300
75.	Pacific Tel. & Tel.	488,800
76.	American Sugar Ref. Co.	447,900
77.	C. Schmidt & Sons	446,100
78.	National Dairy Prods.	443,600
79.	Scott Paper Co.	438,500
80.	Hertz Corp.	438,200
81.	Atlantic Sales Corp.	437,600
82.	Chock-Full-O-Nuts Corp.	432,100
83.	Phillips-Van Heusen	428,400
84.	U.S. Rubber Co.	425,700
85.	Eversharp Inc.	418,900
86.	Socony-Mobile Oil Co.	418,700
87.	Standard Oil Co. of Calif.	414,400
88.	Beech-Nut Life Savers	412,100
89.	Block Drug Co.	409,900
90.	Cities Service Co.	388,500
91.	Pure Oil Co.	379,900
92.	General Motors	373,400
93.	Greyhound Corp.	363,400
94.	J. Nelson Prewitt Inc.	357,300
95.	California Spray Chemical	354,500
96.	M. K. Goetz Brewing	353,600
97.	F. & M. Schaefer Brewing	351,500
98.	Natl. Fed. of Coffee Growers of Colombia	350,800
99.	B. F. Goodrich Co.	350,700
100.	Quality Bakers of Am. Cooperative Inc.	347,700

BY TIME & ACTIVITIES

Time of Day	Amount	Per Cent
Day	$ 40,111,000	25.0
Early evening	34,773,000	21.7
Prime night	52,170,000	32.5
Late night	33,545,000	20.8
	$160,599,000	100.0
Type of Activity	Amount	Per Cent
Announcements	$121,831,000	75.9
ID's	18,996,000	11.8
Programs	19,772,000	12.3
	$160,599,000	100.0

ESTIMATED EXPENDITURES OF SPOT TV ADVERTISERS BY PRODUCT CLASSIFICATION

(Source: TvB-Rorabaugh)

	Second Quarter 1961
Agriculture	$ 376,000
Ale, beer & wine	14,788,000
Amusements, entertainment	425,000
Automotive	4,555,000
Building material, equipment, fixtures, paints	742,000
Clothing, furnishings, accessories	3,074,000
Confections & soft drinks	9,721,000
Consumer services	5,006,000
Cosmetics & toiletries	16,703,000
Dental products	4,330,000
Drug products	7,146,000
Food & grocery products	44,392,000
Garden supplies & equipment	408,000
Gasoline & lubricants	6,858,000
Hotels, resorts, restaurants	157,000
Household cleaners, cleansers, polishes, waxes	8,639,000
Household equipment—appliances	839,000
Household furnishings	559,000
Household laundry products	12,971,000
Household paper products	1,492,000
Household, general	1,697,000
Notions	83,000
Pet products	2,038,000
Publications	555,000
Sporting goods, bicycles, toys	586,000
Stationery, office equipment	67,000
Television, radio, phonograph, musical instruments	36,000
Tobacco products & supplies	8,316,000
Transportation & travel	1,338,000
Watches, jewelry, cameras	725,000
Miscellaneous	1,977,000
TOTAL	$160,599,000

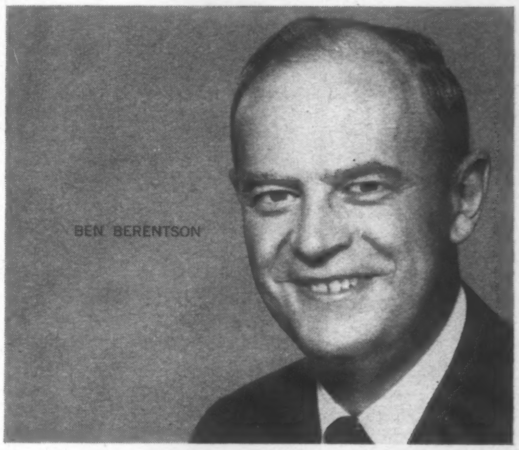
Hartz plans 10 markets for four Ziv-UA series

In what was said to be its first regular use of syndicated tv film programs, Hartz Mountain Products (bird food), New York, has signed to sponsor four Ziv-United Artists series in ten major markets, starting this fall. Hartz, through George H. Hartman Adv., Chicago, will sponsor more than one of the programs in some markets.

The stations that will carry the programs are WPIX (TV) New York, WGN-TV and WBKB (TV) Chicago, KTLA (TV) Los Angeles, KRON (TV) San Francisco, CKLW-TV Windsor-Detroit, WHDH-TV Boston, WEWS (TV) Cleveland, WRCV-TV Philadelphia, KDKA-TV Pittsburgh and WTCN-TV Minneapolis-St. Paul. The series involved are *Ripcord, Everglades, Trouble-Shooters* and *Adventures at Scott Island.*

“WARNER’S ‘FILMS OF THE 50’s’ PUT US BACK INTO FEATURE FILM PROGRAMMING”

Why WGN-TV bought Seven Arts-Volume II



BEN BERENTSON

says Ben Berentson,

Station Manager, WGN-TV, Chicago, Ill.

“For about two years there was such a dearth of good properties available to us, we stayed completely away from features.

“But when we saw the successful track record of Vol. I telecasts around the country, and looked over the equally fine balance of TV attractions in Vol. II, we knew we had the quality we needed to put us back in the feature film business, **profitably.**

“Advertisers seem to agree. On August 1 we were 75% sold on our first programmed series using ‘Films of the 50’s’, slated for September . . . sold with no special promotion or sales effort!”

Warner’s films of the 50’s... Money makers of the 60’s

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—“Lolita”, scheduled for Fall release...
Theatre—Tennessee Williams’ “The Night of the Iguana”—Bette Davis, Margaret Leighton...
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—“Disenchanted” by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. “Films of the 50’s” see Third Cover SRDS (Spot TV Rates and Data)

FOR YOUR STUDIOS...
Dual Channel Consolette for Stereo Systems BC-7
Stereo Tape Recorder RT-21
RCA Turntable Systems for Stereo

Stereo Package...from RCA

RCA offers a complete line of FM Stereo Broadcasting Equipment, making it easy to meet all your needs from one reliable source. For your studio there are turntables with stereo pickups and dual preamps, stereo tape recorders, dual channel consolettes; for your transmitting plant there are stereo generators, a full choice of FM transmitters and antennas. This is a complete package of "matched" equipments—all designed to work together in a stereo system, and all built to the same high quality RCA standards.

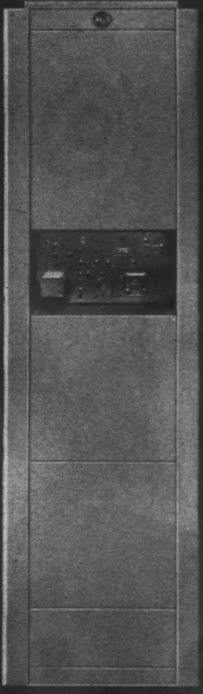
Stations already equipped with a post-war model RCA FM Transmitter can begin stereo programming at once—merely by adding the stereo generator—plus the necessary audio equipment. Designed by forward thinking RCA engineers this stereo generator was the only equipment available when FM stereo broadcasting was authorized. The RCA stereo generator is FCC type approved and is now "on the air" at a number of FM stations.

RCA Stereo Equipment has been engineered to provide many years of dependable operation while producing the highest quality FM signals. And, you get unparalleled RCA service both before and after the sale. For additional information about the complete line, call your RCA Broadcast Representative. Or write to RCA, Dept. Z-22, Building 15-5, Camden, N. J.

RCA The Most Trusted Name in Broadcasting

FOR YOUR TRANSMITTER PLANT...

20-KW FM Transmitter
Type BTF-20D



FM Stereo Generator
Type BTS-1

Now..."One Stop" Shopping

...for your complete FM

Here's the Complete Package:

FM TRANSMITTERS FOR STEREO

A complete range of transmitter power is available —1, 5, 10, 20, 25 and 50 kw. Each is designed to accommodate the new stereo signals and an RCA multiplex subchannel. All these FM Transmitters are built to the same high performance and dependability standards which characterize all RCA transmitters.

STEREO GENERATOR—TYPE BTS-1

Heart of the new stereo system is this double sideband generator. Fully transistorized, the BTS-1 provides full fidelity frequency response over the entire audio range. The generator produces a double-sideband, suppressed-carrier AM signal for transmission of one of the stereo channels.

TURNTABLE EQUIPMENT FOR STEREO

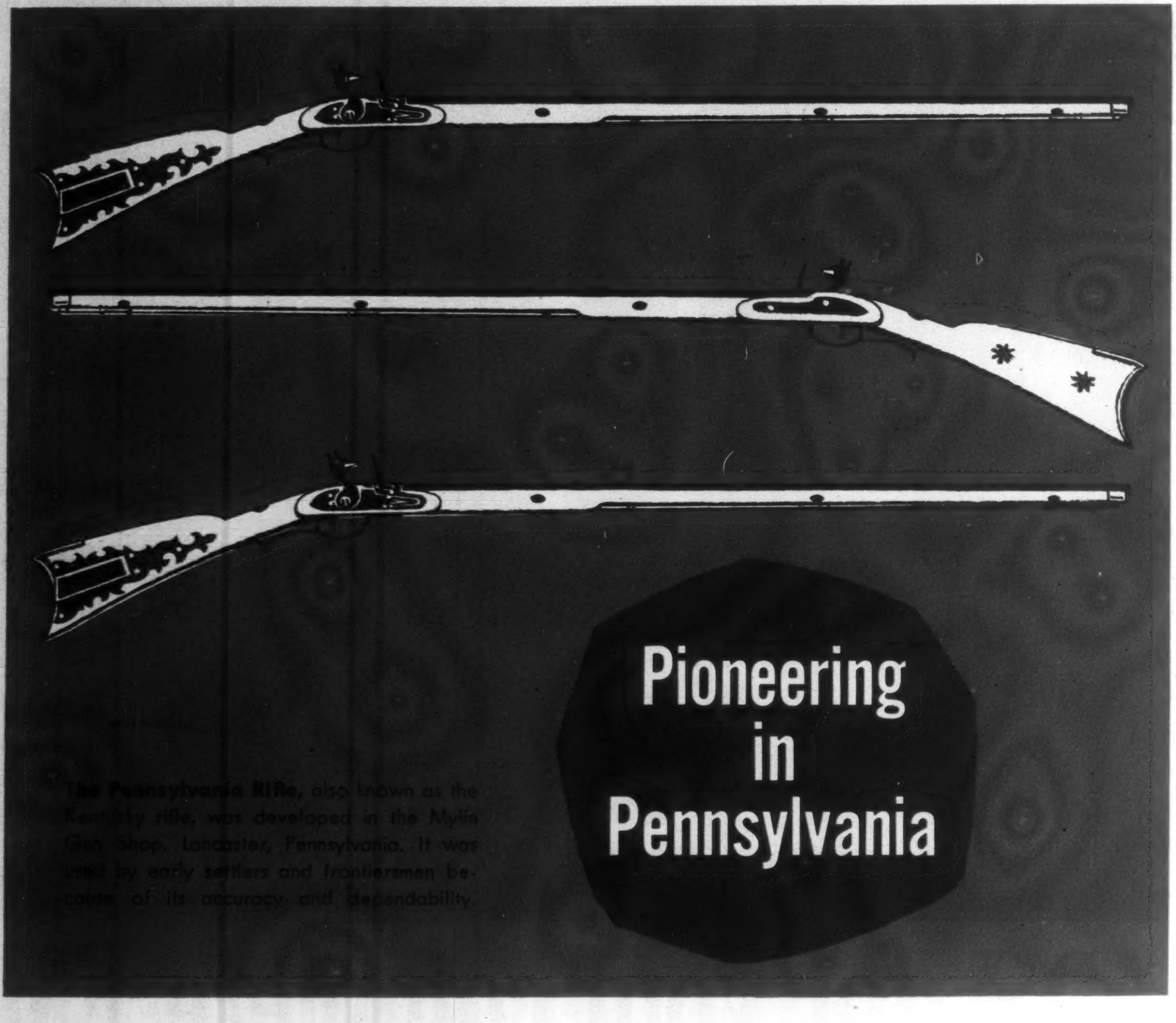
The standard RCA Turntables, such as the 16-inch BQ-2 or the 12-inch BQ-51 are recommended for stereo operation. Use them for excellence of performance with the new RCA stereo pickup cartridge, lightweight tone arm and dual preamplifiers.

STEREO CONTROL CENTER
NEW BC-7 DUAL CHANNEL CONSOLETTE

Provides complete stereo (or monophonic) mixing, switching, monitoring, and cue/talk-back. All-transistor design—with plug-in amplifiers for ease of servicing; assures long-life even under continuous service. Dual controls may be "ganged" for stereo operation.

NEW RT-21 TAPE RECORDER FOR STEREO TAPE

High fidelity performance combined with operator-oriented controls make this the most flexible stereophonic recorder available. Features include: Easy speed change, interlocked record operation, ease of threading, and variable speed cue. Has two module amplifiers for stereo recording and reproduction.



The Pennsylvania Rifle, also known as the Kentucky rifle, was developed in the Mylin Gun Shop, Lancaster, Pennsylvania. It was used by early settlers and frontiersmen because of its accuracy and dependability.

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

Spot radio rallies in second quarter

SRA THINKS CHANCES GOOD FOR A BETTER YEAR THAN 1960

The spot radio business, listless during the first quarter of the year, perked up during the second, encouraging sales officials to predict that its 1961 full-year total will exceed 1960's.

Estimates being released today (Sept. 4) by Station Representatives Assn. put national spot radio's second-quarter gross time sales at $49,320,000. This was still 1.9% below the figure for the same period a year ago but represented a strong rally after the 7.9% decline noted in the first quarter.

These figures, compiled for SRA by the independent accounting firm of Price Waterhouse & Co., brought national spot radio's estimated gross time sales for the first half of 1961 to $89,644,000, or 4.7% below the $94,060,000 reported for the first half of 1960.

SRA Managing Director Lawrence Webb said the second-quarter rally, coupled with current signs of continuing gains, left him confident that "the 'loss' figure of $4,416,000 as it now stands will show up on the black side of the ledger when final figures are in for the year."

Ever-Present Evils ▪ He attributed the first-half lag to several factors, some of which he said stem from practices that will always keep spot radio short of its maximum potential, even in the best of boom-times, unless stations voluntarily eliminate them. The "most bothersome" of these, he said, is the dual-rate system under which many stations offer one rate to local advertisers and another to national advertisers.

"It is a well-known fact," Mr. Webb said, "that a lot of nationally spent spot radio dollars continue to wind up in the 'local sales' classification, because a number of national advertisers are able to make a better buy through dealer or broker setups that are able to garner a 'local' rate."

He said that "while a growing number of stations report they have only one rate subject to the regular 15% agency commission, 75% of the commercial radio stations continue to use separate national and local rates." SRA is conducting a continuing campaign to promote single-rate systems that make no distinction between local and national business.

Mr. Webb said another complication for spot radio is that agencies are confused and emmbarrassed by "the number of radio stations with single rates where agency commissions do not apply."

Out of the Dark ▪ Barter deals also were singled out as drawbacks to spot billings: "Such deals represent a lot of spot radio dollars, and they never show up in the right sales columns. When stations put an end to such shenanigans and return to a code of ethics that will enable an advertiser to buy radio at the published rate with full confidence that he is not being discriminated against in favor of a fast-buck artist, you will see a decided gain in national spot dollar volume," Mr. Webb asserted.

In support of his prediction that spot radio billings will continue to gain despite such "deterring factors," the SRA executive cited more than a score of national advertisers which he said are currently allocating sizeable chunks of their advertising budgets to spot radio for the rest of 1961.

He said this group includes such new-to-radio advertisers as Dennisons Foods, Owens Yacht Co. and Dulaney Foods, in addition to such experienced radio users as Burlington Hosiery, Ford Motor, Best Foods, Hills Brothers Coffee, Noxzema, Nescafe, Prestone, Zerex, Campbell Soups, Mueller's Macaroni, Esso, Shell Oil, Betty Crocker Foods, Ocean Spray Cranberries, Q-Tips, Rem Cough Medicine, 666 Cold Remedies, John Hancock Life Insurance and Eastern Airlines.

Mr. Webb said spot radio's list of customers is being gradually expanded through intensive sales efforts using tailor-made presentations to show prospects not only what radio can do generally, but what it can do to solve their own individual problems specifically.

Business briefly...

Procter & Gamble Co., Cincinnati, has bought *Hollywood: The Golden Years,* story of the era of silent films, to be presented Nov. 29 on NBC-TV (7:30-8:30 p.m. EST). Agency: Benton & Bowles, N. Y.

Union Carbide Corp., N.Y., through William Esty Co., Hollywood, will sponsor *College Football Kickoff,* a new ABC-TV series of 13 programs each covering a different phase of college football. The series, to be presented immediately preceding *NCAA Football,* will begin Sept. 16 (Sat., 4-4:15 p.m. EDT).

Hazel Bishop Inc., N.Y., has bought

NIELSEN

First Report for August, 1961
(Based on two weeks ending Aug. 6, 1961)

NIELSEN TOTAL AUDIENCE (†)

Rank		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	30.6	14,351
2.	**All Star Football Game**	28.1	13,179
3.	**All Star Baseball Game #2**	26.1	12,241
4.	**Have Gun, Will Travel**	24.2	11,350
5.	**Ed Sullivan Show**	23.7	11,115
6.	**Untouchables**	23.6	11,068
7.	**What's My Line?**	23.3	10,928
8.	**Family Classics**	23.0	10,787
9.	**Wagon Train**	22.6	10,599
10.	**Candid Camera**	21.9	10,271

NIELSEN AVERAGE AUDIENCE (‡)

Rank		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	27.7	12,991
2.	**Have Gun, Will Travel**	22.0	10,318
3.	**What's My Line?**	21.1	9,896
4.	**Candid Camera**	19.7	9,239
5.	**My Three Sons**	19.5	9,146
6.	**Price Is Right** (8:30 p.m.)	19.1	8,958
7.	**Real McCoys**	17.8	8,348
8.	**Ed Sullivan Show**	17.6	8,254
9.	**Holiday Lodge**	17.5	8,208
10.	**Untouchables**	17.4	8,161

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All-Star Football Game (ABC-198): Carling Brewing (Lang, Fisher & Stashower), R. J. Reynolds (Esty), Fri., Aug. 4, 10 p.m.

All-Star Baseball Game (NBC-193): Gillette (Maxon), Chrysler (Burnett), Mon., July 31, 2:45 p.m.

Have Gun, Will Travel (CBS-177): Lever (JWT), American Home Products (Bates), Sat., 9:30-10 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun., 8-9 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FC&B), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FC&B), Thur., 9:30-10:30 p.m.

What's My Line? (CBS-147): Sunbeam (Perrin-Paus), Kellogg (Burnett), Sun., 10:30-11 p.m.

Family Classics (CBS-176): Breck (Reach, McClinton), Sun., Aug. 6, 10-11 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed., 7:30-8:30 p.m.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun., 10-10:30 p.m.

My Three Sons (ABC-188): Chevrolet (C-E), Thur., 9-9:30 p.m.

Price Is Right (NBC-183): Lever (OBM), Wed., 8:30-9 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur., 8:30-9 p.m.

Holiday Lodge (CBS-187): State Farm (NL&B), Lipton (SSC&B), Sun., 9:30-10 p.m.

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'Old West' lures viewers to Barbecued Beans

The lure of the Old West is still strong in the modern American heart, as any tv rating chart will testify.

A part of that lure comes from the open-air cooking of the range, the barbecued-beef-and-beans fare of the cowboys has been translated through the years into today's cook-outs, which still feature beef-and-beans as a major attraction.

Three In One ▪ So, when Campbell Soup Co. came up with a new product, a blending of California pink beans, Great Northern beans and Baby Limas with a mild but tangy tomato sauce into Campbell's Barbecue Beans, the company and its agency, Needham, Louis & Brorby, Chicago, decided to capitalize on this common denominator between the Old West and Modern America, east or west.

The result was a series of tv spots that show Campbell's Barbecue Beans being eaten with equal enjoyment by cowboys who look like real cowboys in a western setting that looks like the real West and by a typical American family of today. The goal was to establish an empathy with the viewers that could cause them to capture a little bit of the West for themselves by purchasing it in a 16-ounce red and white can, generally for 19 cents or two for 37.

A four-month test—July through October 1960—was conducted in four widely separated markets—Scranton-Wilkes Barre, Pa.; Jacksonville, Fla.; St. Louis, Mo., and San Diego, Calif. The tv spots—two one-minute commercials and two 30-second condensations of them—were tested in the daytime, with 10-15 showings per market per week for seven weeks, and in the evening, with three-five showings per market per week for 12 weeks.

Hal Kaufman, senior writer of N L & B Chicago, wrote the script and the original music for the tv spots, which are unusual in that all have the same sound track. They were recorded in New York by western singer Ken Carson, although the visual approach varies with each of the two one-minute commercials and their 30-second condensations. Willis J. Davis, producer and senior tv art director of N L & B Hollywood, served as art director and agency producer for the spots, which were produced by Jack Denove Productions in Hollywood. Mr. Davis and Jack Denove jointly did the casting for the spots, to insure that the characters were truly western and not motion picture or drugstore cowboys.

How It's Done ▪ A typical spot, "Line Shack/Backyard Barbecue," opens with a cowboy on horseback galloping up to a line shack where a second horse is grazing and a second cowboy stands at the door, waving his partner in with a wooden spoon as Ken Carson sings, to guitar accompaniment, "Now this is the story of the new Barbecue Beans, the newest beans in town." The camera shows the interior of the cabin, with a pot of beans bubbling on the stove, then cuts to a closeup of the pot as the cowboy stirs the beans, while the singer continues, "with a fresh-off-the-open-fire flavor, a flavor that wins hands down." The cowboys taste the beans, show their enjoyment and dig in in earnest as the song goes on: "New Barbecue Beans from the Campbell folks, nothin' like 'em ever before. There's three kinds of beans in barbecue sauce. Get 'em now at your favorite store."

Following a description of the product with its three kinds of beans, the spot shows a backyard barbecue

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"biggest tv saturation campaign" in its history: 100 stations in the top 44 markets, using 60- and 20-second spots from Sept. 20 to Nov. 15. Agency: North Adv., N. Y.

Adams Corp. and **Clark Candy,** divisions of **Beatrice Foods Co.,** Chicago, have signed as sponsors of *Magic Ranch,* new ABC-TV show which starts Sat., Sept. 30 (11:30-12 noon, EDT). Agencies: Adams through Ted R. Daniels Adv., Chicago, and Clark via Maxon Inc., Detroit.

Helene Curtis Industries, Chicago, has expanded its fall participation buys on NBC-TV to include the *Dick Powell Show* Tues. 9-10 p.m. and *Saturday Night at the Movies* Sat. 9-11 p.m. for toiletries products not yet identified. Firm earlier bought part of *87th Precinct* Mon. 9-10 p.m. Agency: Edward H. Weiss & Co., Chicago.

Rep appointments...

- WPAW Pawtucket, R. I.: Nona Kirby Co., Boston, as regional representative.
- WAME Miami, Fla.: Venard, Rintoul & McConnell, N.Y.
- WGAW Gardner, Mass.: Breen & Ward, New York.
- WQXQ Daytona Beach, Fla.: Hal Walton Assoc., New York.
- KUZN West Monroe, La.: Breen & Ward, New York.
- KXYZ Houston, recently acquired by Public Radio Corp., and WWOM New Orleans, owned and operated by Franklin Broadcasting Co.: Adam Young Inc., N.Y.

Also in advertising...

PR chosen ▪ Studebaker-Packard Corp., South Bend, Ind., has retained Sydney S. Baron Public Relations Corp., New York, with Murray Snyder, former Assistant Secretary of Defense for Public Affairs as account executive. S-P's advertising agency is Doyle Dane Bernbach, New York.

"Winning the peace . . ." ▪ Benton & Bowles, N.Y., has prepared a fall drive for the USO with, "Winning the peace is a lonely battle," as the theme. The appeal will be sent on tv and heard from approximately 3,200 radio stations and the four networks.

ARF report ▪ The Advertising Research Foundation has released to its members a report entitled, "A Comparison of Estimates from the Nights-at-Home Formula with Estimates from Six Calls." It is the first report to be completed in ARF's current series of methods research studies, a program launched to evaluate and develop better techniques of advertising measurement.

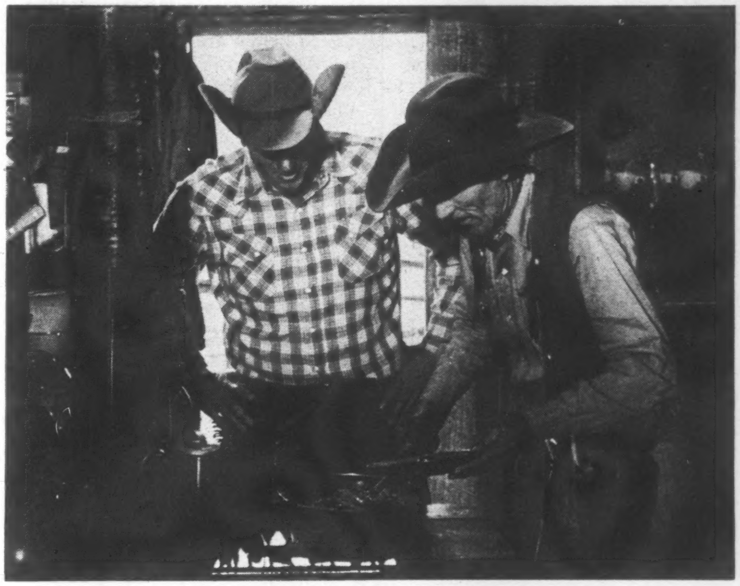
Eastward Ho! ▪ Tele-Tape Productions Inc. is moving its headquarters from Chicago to New York this month. The company, which operates a mobile tape production unit, has been retained as basic supplier of mobile facilities to Video Tape Productions of New York. Tele-Tape has operated mobile units on location shooting in the Midwest, Florida and along the eastern seaboard in the production of commercials and shows, including the forthcoming *Kukla and Ollie* show on NBC-TV. New York headquarters address to be announced shortly.

Music mixer ▪ Music Makers Inc., N.Y., reports it has developed a process called Tele-Mix, a form of closed-circuit television, which permits agency producers to view on a tv screen the way music is mixed into tv commercials for their with a modern American family enjoying the "three kinds of beans in barbecue sauce" because "Campbell's makes 'em and that makes 'em good," and dissolves to a flash finish with the Campbell Kids pushing a can as they carol "new, new barbecue, new Campbell's Barbecue Beans."

Audience reaction to the four-market test campaign was immediate and emphatic and Campbell's Barbecue Beans were put into national distribution without delay. Announcement to the public across the country was made on the CBS-TV special "Thanksgiving Day Parade Jubilee." In December, the barbecue beans commercials appeared on ABC-TV's *Donna Reed Show* and CBS-TV's *Lassie,* plus daytime spots on seven ABC-TV programs. Beginning in April the spots also were carried by *Walt Disney Presents* and *Silents Please,* both on ABC-TV. And the sound tracks of the tv commercials were used as radio commercials for an April-July campaign in six major markets in the Southwest and Pacific Coast areas.

First In Beans ▪ "Campbell's will not divulge specific sales figures," Edward W. Hobler, vice president and account supervisor on the account at N L & B Chicago, said last week, "but the addition of Barbecue Beans to Pork and Beans and Beans and Franks has made Campbell's the leader in the bean field across the nation. And television can take the credit, for this is virtually the only advertising that has been used for this new product. The fact that we moved so swiftly from the test campaign into full national advertising shows how effective tv was at the start, and it's been just as successful since then."

New tv spots, with even more emphasis on the western outdoor life and the way Barbecue Beans fit into it, will be used this fall on Campbell's tv network programs, *Donna Reed* on ABC-TV and *Father of the Bride* on CBS-TV.



Frontier flavor is added to product by scenes like this.

clients. The process is said to expedite and improve the method of mixing music with a finished commercial.

Non-filters gain in survey ▪ Television Advertising Representatives Inc., N.Y., covered seven product categories in its latest brand comparison survey conducted last March in the firm's eight tv markets. The survey revealed that non-filter cigarette smoking is on the upgrade, but like the other categories, there were wide market-to-market differences. Besides cigarettes, the brand comparisons cover beer and ale, cold remedies, gasoline, headache remedies, hot cereal and margarine.

Agency appointments...

▪ E. F. Hutton & Co., N.Y., stock brokers, appoints Fletcher Richards, Calkins & Holden, Los Angeles, for its 21 offices in Southern California, Arizona, New Mexico and Texas. Schwab, Beatty & Porter continues as New York agency.

▪ Harvell-Kilgore Corp., Bolivar, Tenn., appoints Frank B. Sawdon Inc., N.Y., to handle its advertising. Spot radio and tv will be used for H-K's toys and housewares.

A 30-10 split of the 40-second ID time

THAT'S THE COMBINATION RECOMMENDED BY TVAR

A major tv rep company last week announced its stand on how it feels advertisers should split the new 40-second prime-time station breaks that go into effect this fall. Television Advertising Representatives Inc., New York, went on record as favoring a "30-10" combination for national spot tv advertisers.

TVaR offers its formula as a solution to "some confusion" about the new 40-second adjacency with respect to length of spots and pricing for various lengths of station-break announcements. TVaR claims the network plan gives "additional practical opportunities."

TVaR notes "four standard formulas" for filling 40-second station breaks: one 40-second announcement, two 20-second announcements, a 30- and a 10-second announcement and a 20- and a 10-second announcement, plus a 10-second information service filler (news, weather, etc.). The rep firm adds that a fifth possibility has been suggested—a 40-second "sponsored program" of capsule news or weather reports, with the advertiser getting opening and closing billboards and a 20-second commercial.

Up until now, TVaR explains, national spot tv advertisers who required more than a 10-second ID to tell their story were limited, for the most part, to either 20-second station breaks or 60-second participations in network spot carriers. Regional spot tv advertisers requiring more than 10 seconds have generally had only one choice—20-second breaks.

Why 30-10 Formula Works ▪ TVaR reports that 30-second station-break spots have been available, but on a "realistic basis" the demand for 30's and 10's have relegated 30's to the "least attractive times."

What TVaR recommends is greater emphasis on the 30-10 station break, a formula which it claims is the most flexible and efficient way to fill the 40-second break. Five reasons are given: "The thirties can sell products and services, give advertisers more sales impact, protect the ID advertiser, provide production economies and reach homes at low cost-per-thousand."

TvAR refers to the increasing numbers of 30-second commercials on network participation programs to show that 30's are being used "to sell everything."

"During the first six months of 1960, no less than 81 different brands were advertised with 30-second tv commercials on network participating programs." Of this total, there were 15 that used 30's in all of the first six months. "Many advertisers have consistently used 30's back-to-back in network carriers" (Armour's Dial soap and Dash dog food, for example). TvAR concludes that "certainly a dominant 30 next to a 10 can be used even more effectively."

TvAR, which represents the five Westinghouse broadcasting tv stations, in addition to WTOP-TV Washington, WBTV (TV) Charlotte and WJXT (TV) Jacksonville, Fla., does not include specific prices in its booklet.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 24-30 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 24	**Untouchables** (9:30 p.m.)	ABC-TV	21.9
Fri., Aug. 25	**Twilight Zone** (10 p.m.)	CBS-TV	18.0
Sat., Aug. 26	**Gunsmoke** (10 p.m.)	CBS-TV	27.0
Sun., Aug. 27	**What's My Line?** (10:30 p.m.)	CBS-TV	22.3
Mon., Aug. 28	**Concentration** (9:30 p.m.)	NBC-TV	16.7
Tue., Aug. 29	**Dobie Gillis** (8:30 p.m.)	CBS-TV	14.8
Wed., Aug. 30	**Naked City** (10 p.m.)	ABC-TV	19.6

Copyright 1961 American Research Bureau

Nifty back to school in 50 more tv markets

NOTEBOOK ADVERTISER SEEKING NEW YOUTH AGE GROUP

A blossoming advertiser in spot television—St. Regis Paper Co. (Nifty notebooks), New York—is coming in strong this week on a nationwide basis with the opening of schools across the country.

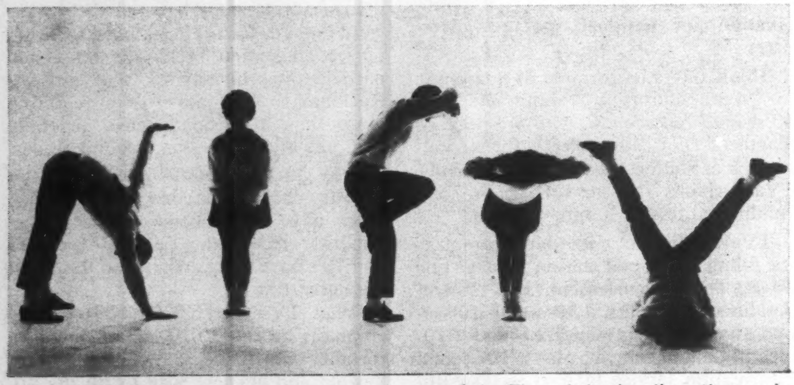
St. Regis, through its agency, Cunningham & Walsh, New York, will be on more than 200 tv stations in some 150 markets through the country. The campaigns have been timed to begin individually with the start of school in each locality.

To time the advertiser's starting dates, the agency's media department and station representatives worked together in gathering information on the exact school opening dates.

Last year, the product was introduced nationally—after appropriate testing in selected markets—in more than 100 markets. Thus the spot business has been increased substantially. Another change is the advertiser's attempt to reach for the 12-17 age group. The previous drive had been keyed to potential users in the elementary grades. Buying has been in the 4:30-7 p.m. time period, including placement in the early children's shows and in action strips which appeal to teen-agers.

The Nifty commercials (for school binders, fillers and a new binder product) are one minute in length. To heighten the appeal of the commercials for the youngsters the advertiser hopes to reach, the agency produced messages which are light and entertaining, using dancers, choral group and a cheer-leading theme (see picture).

Employed in the commercials: the June Taylor dancers; Biever & Stein, New York, for background music; a choral group of six; and a 12-piece band. Farkas Films Inc., New York, produced the films.



The June Taylor dancers spell out the "Nifty" name for young viewers in this scene from the filmed spot commercial. The cheer-leading theme is used to heighten appeal to the teenage audience.

Subcommittees to plan RTES seminar sessions

Planning for the 1961-62 season of Radio & Television Executives Society's Timebuying & Selling Seminar was started last week with the appointment of three subcommittees by Erwin Ephron, A. C. Nielsen Co., seminar chairman. A change from luncheon to a late afternoon "classroom" format is being considered for this year's series of training sessions (*Closed Circuit*, Aug. 28).

Chairmen named for the subcommittees are: Cris Rashbaum, Harrington, Righter & Parsons (programming); Roger Bumstead, MacManus, John & Adams (registration), and Harold Meden, Franznick-Meden Inc. (press and promotion). Other committee members:

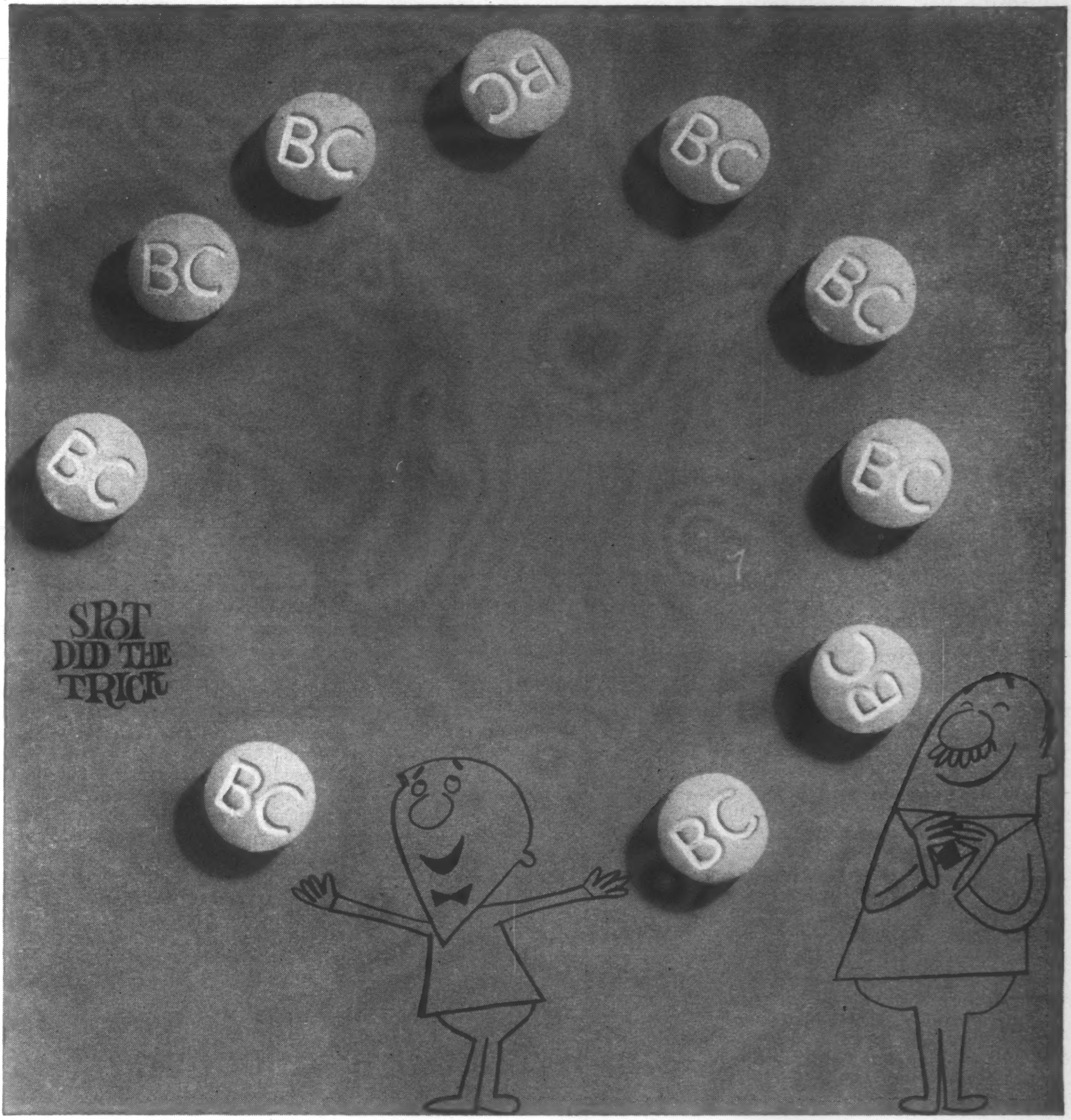
Program: Mr. Bumstead; Robert Liddel, Compton Adv.; Al Petcavage, Doyle Dane Bernbach; Maurie Webster, CBS Radio Spot Sales; Sam Vitt, Doherty, Clifford, Steers & Shenfield.

Registration: Stanley Belchick, Belchick Productions; Lee Gaynor, Friendly Group; Jack Gross, American Research Bureau; Irwin Spiegel, TvAR; Thomas White, Avery-Knodel.

Press and Promotion Committee: Messrs. Bumstead and Rashbaum; Dale Clark, National Audience Board; Eph Lewis, Media/Scope; Mr. Rashbaum.

Philly agencies merge; Mallis named president

The consolidation of Adams & Cooper, Philadelphia, with George L. Mallis Inc., advertising and marketing agency, that city, was announced last week by George L. Mallis, president of the combined firms. The new firm will continue to operate as George L. Mallis Inc. Robert E. Adams, formerly president of Adams & Cooper, becomes a vice president in the new operation.

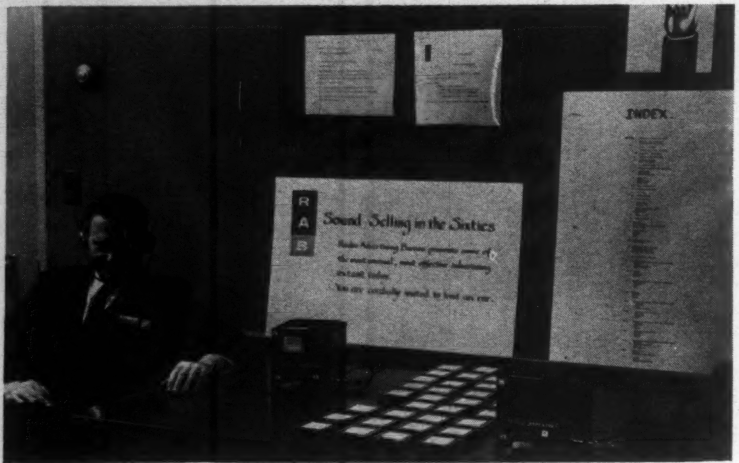


*B. C. Remedy knows spot television "did the trick" for sales headaches – Why? Because, spot is the most flexible medium for building greater and greater sales. B. C. like all other spot users can call their shots – Whatever market, whatever time of day or night, whatever station they choose. *Whenever* additional effort is needed spot is there fast, matching advertising effort with sales potential but with no waste circulation.

Your HR man can tell you many more reasons why and how spot television can "do the trick" for your sales headaches. Call your HR man, you'll be glad you did.

**C. Knox Massey & Assoc., Inc. (Durham, N. C.)*

HR *Television, Inc.*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Sound Selling in the Sixties

RAB will put its show on the road

Radio Advertising Bureau's new roadshow of radio commercials has played to a number of New York ad agencies in recent weeks and still more will have the opportunity to hear the collection of tapes before the show moves across the country to other key agencies. RAB plans to offer similar displays as a regular bureau service. Jack Stanley (see picture), a copywriter, was among the many creative and account people at Ted Bates & Co. to hear the cross-section of outstanding comrcials. RAB said many of the comrcials are in a humorous vein to emphasize that radio spots are both a "challenge and a kick to create." The bureau's national sales department sets up a listening post in the agency's creative department, complete with earphones and specially built repeaters. An index posted by the message repeater lists the commercials contained on some 35 cartridges. RAB's tape library currently contains more than 4,000 individual radio messages, and the bureau regularly makes awards to advertisers and agencies for the most effective national and regional commercials.

LIQUOR AD BATTLE? WHAT BATTLE?

Publicker 'amazed' at 'silence' on radio-tv campaign

The battle over the return of hard liquor advertising to radio and television has failed to affect, or even reach, the advertiser whose activities touched off the controversy.

John J. Schwed, advertising manager of Publicker Industries Inc., a Philadelphia distiller, said last week his company has heard "from nobody" since it began placing two separate test campaigns on broadcasting media for its Old Hickory bourbon and Philadelphia White Label whiskey (BROADCASTING, Aug. 21). Mr. Schwed said he was "amazed at the silence" that greeted the move.

A spokesman for Ellington & Co., New York, agency for Old Hickory bourbon, said there have been "no defections from the ranks" since news of the advertising campaign broke. The campaign started Aug. 5 with between 50 to 60 stations, including two tv stations, carrying the 20-second, 30-second and one-minute spots.

The agency executive indicated that the campaign is "proceeding as planned" and that Ellington & Co. is "not concerned with the furor in Washington." The agency is hopeful, he said, of adding more stations to its lineup. Some stations, he said, were hesitant to accept the spots at this time because their FCC licenses are up for renewal.

From another source it was learned Ellington has been successful in adding at least one new station to its original list. WNTA New York began broadcasting the spots on Aug. 28. The station is not an NAB code member or subscriber.

A representative for Al Paul Lefton, Philadelphia, agency for Continental Distilling Co., a Publicker subsidiary and producer of Philadelphia White Label whiskey, said that five to seven stations stopped spots for the brand when the story broke last month. But, four additional stations have subsequently been found to fill the breach, he said. The stations that cancelled the spots, it was indicated, did so on the advice of legal counsel. It's estimated that the spots for the whiskey brand, all 30-second ones, have been running in more than 20 radio markets since Aug. 5.

When news of the two test campaigns reached Capitol Hill last month the denunciations were loud and clear. Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, warned broadcasters to desist from accepting the hard liquor advertising or face "appropriate legislation,'" (BROADCASTING, Aug. 28). NAB officials replied that to their knowledge no NAB members or code subscribers were carrying the liquor commercials.

Meanwhile, Publicker—which says

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

FilmFair, 1040 N. McCadden Place, Hollywood 38

Best Foods (Skippy Peanut Butter), two 60s, animation, film. Gus Jekel prod. mgr. Agency: Guild, Bascom & Bonfigli; Alex Anderson a.e. & prod. mgr.

Films Five Inc., 18 E. 50th St., NYC 22

Swingline Staplers (Staplers), one 60, live, film. Nox Lempert prod. mgr. Agency: Al Paul Lefton; Jack Creamer prod. mgr.

Eberhard-Faber Inc. (Scribble Bug), one 60, live, film. Nox Lempert prod. mgr. Agency: Al Paul Lefton; Jack Creamer prod. mgr.

Freberg Ltd., 7781 Sunset Blvd., Hollywood 28

General Mills (Cheerios), three 60s, three 30s, tape. Stan Freberg prod. mgr. Agency: Dancer-Fitzgerald-Sample Inc.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.

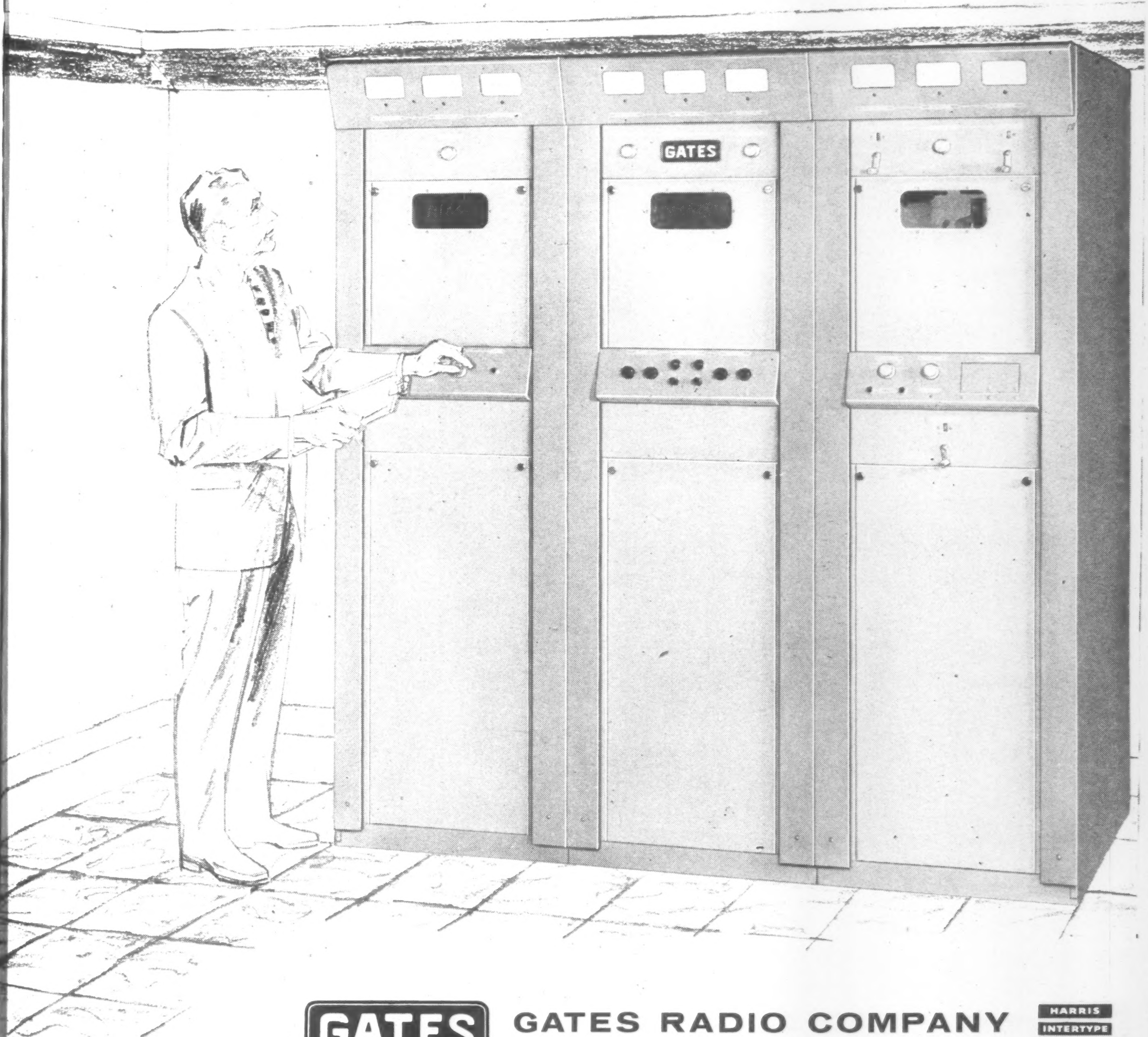
Cain's Coffee (coffee), six 10s, animation, film. Larry Herndon prod. mgr. Agency: Lowe Runkle Co.; Howard Neumann a.e. Approx. cost $7,900.

Music Productions of America, 25 W. 56th St., NYC 19

Wilen Wine Co. (Wilen Wine), one 60, one 10, tape. Joe Feagins prod. mgr. Agency: W. B. Doner Co.; Murry Firestone a.e. & prod. mgr.

Stella D'Oro (Food Products), three 10s, tape. Joe Feagins prod. mgr. Agency: W. B. Doner Co.; Murray Firestone a.e. & prod. mgr.

ON APRIL 5, 1961, ***in a steel and glass skyscraper overlooking a major U. S. metropolitan city, a meeting was held to discuss the purchase of a new five kilowatt AM transmitter.*** The main points in consideration were economical operation, quality sound and industry acceptance. Each five kilowatt transmitter on the market was thoroughly evaluated, with only the Gates BC-5P-2 meeting all the stringent requirements. ■ These progressive broadcasters found that the modern Triode power tubes in the Gates transmitter reduced operating costs, and that overall average power consumption was as low as could be found. Their analysis also revealed that the BC-5P-2's combination of very low distortion and wide response produced the truest quality sound. Finally, no other five kilowatt AM transmitter could equal the acceptance of the BC-5P-2. This is the world's number one best seller in the five kilowatt field. ■ The decision was made. A new Gates BC-5P-2 transmitter is now in operation at this top rated station giving day-in and day-out trouble-free performance. ■ Let us tell you more about the *Leadership Five.* Write today for Brochure No. 94 – yours for the asking.



GATES

GATES RADIO COMPANY

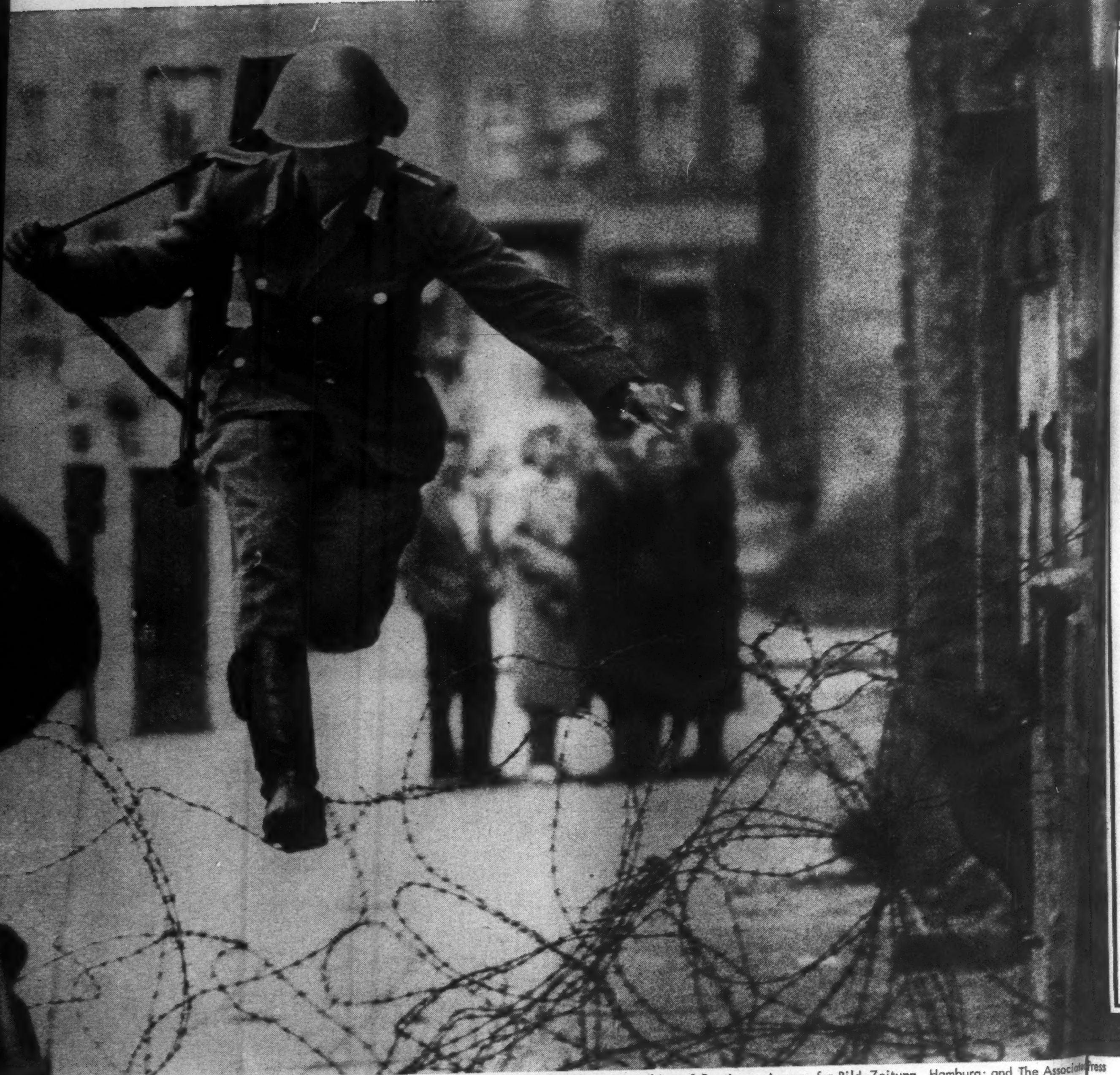
Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada, CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

ON TELEVISION these pictures told the story of Berlin as no other pictures did---and they were AP EXCLUSIVES

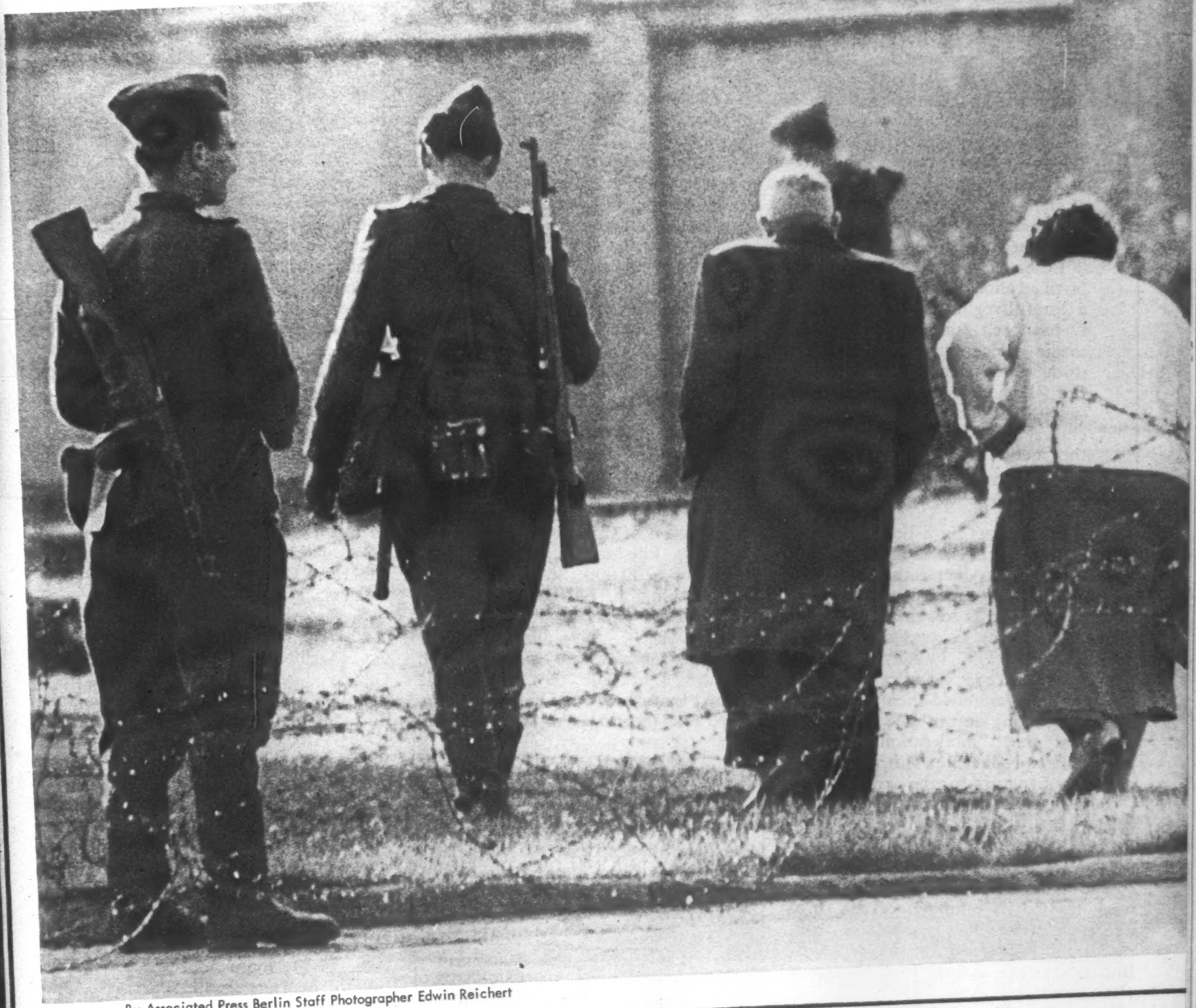


By Photographer Peter Leibing of Contipress Agency for Bild-Zeitung, Hamburg; and The Associated Press

For television stations subscribing to AP Photofax, these two dramatic pictures — more than any others — told the story of divided Berlin. They moved rapidly — and exclusively — over AP picture circuits while the news still was hot. The impact on viewers was tremendous.

One of these pictures is of an East German soldier leaping Communist barbed wire into the freedom of West Berlin. The other is of an East German couple being turned back by Communist border guards.

On the Berlin crisis — as every day, from anywhere — the best spot news pictures move fastest into TV stations via AP Photofax for instant use while the news still is hot. For the best newscasts, and the quality which sponsors expect, why be satisfied with less than the best?



By Associated Press Berlin Staff Photographer Edwin Reichert

THE ASSOCIATED PRESS

Tv propels kiddies to the Bosco shelf

One of television's more individualistic advertisers is Corn Products Co.'s Bosco milk amplifier. In 1961, approximately 99% of its nearly $2 million ad budget will go to sponsorship of children's programs in key metropolitan areas, supplemented by a network "umbrella" on CBS-TV's *Dennis The Menace*.

Where possible, the buying formula in each market aims for frequency and impact. As explained last week by a media executive at Bosco's agency, Donahue & Coe: "We buy for vertical impact. We buy into all available top-rated shows in a market to get Bosco announcements in consecutive time periods, starting at 4:30 p.m., for example, straight through to 6:30 or 7 p.m. We also buy programs for horizontal exclusivity: that is, we go into shows at the same time period on two or more stations to achieve 100% unduplicated audience."

Bosco climbed to prominence in the fortified chocolate syrup field through a carefully guided tv plan. In fact, tv has been considered the obvious media choice since the product's introduction nearly a decade ago. But, as one agency executive pointed out: "It's not so much a question of choice as it is the way we employ the medium. Many youngsters in our tv audiences cannot read, and that coupled with the demise of children's programs on radio makes tv the only medium available for reaching our young customers."

The Bosco formula is described as "a concentration of effort in the areas of prime potential, with schedules tailored to deliver maximum reach and frequency and with efficiency. We don't buy by the numbers, but we don't frown on them either. Buying decisions are based on the program's track record, the program host and his reputation, the time period and the rating. A choice is made after preparing and comparing a breakdown of these qualifications for every available children's show in a market."

Age Group Important ▪ The Bosco tv audience is primarily the 4-10 age group. For the advertising to be effective there are considerations unique to the age group. Repetition is a key to greater sales. Many of the youngsters are not old enough to read the label on the jar. It's important then that the Bosco jar be prominently displayed during every announcement, usually delivered by the m.c. of the show. Repetition of such phrases as "I love Bosco, you will too" is necessary because the youngsters' attention is easily diverted and their memory short.

"You have to keep telling them, Monday through Friday," the media official emphasizes, "so that by Saturday morning when mothers take their children along to the supermarket the 'skirt-tuggers' will take a jar of Bosco off the shelf and put it in the grocery cart."

A Bosco program buy is "just the beginning" as far as the agency is concerned. Close contact is maintained with every station, show and m.c. as long as the buy is in effect. Confidence is put in the m.c.'s ability to deliver the commercial without benefit of prepared copy, although he or she is usually supplied with product fact sheets and sample scripts.

The followup work also includes tape checks of the m.c.'s commercial handling and unannounced field trips by agency media personnel to the stations. These "inspectors" check on the use of correct props, delivery style, and during each visit they talk with the talent, watch the show to see if it's handled in good taste, and exchange suggestions. There are talks, too, with the station managers about new programs, merchandising and promotional opportunities, such as tying-in with special events in the markets. The field

---

that all of its spots have been carefully edited for good taste and stress the quality of the product rather than the joys of drinking—scheduled a series of public service spots to replace its usual messages over the Labor Day weekend (Sept. 2-4). The holiday weekend commercials asked listeners to drive carefully and reminded them that driving and drinking do not mix. The copy suggested that "moderation" be the guide. The product line was mentioned only as a signature for the commercials.

$2.8 million paid NFL teams by broadcasters

The National Football League last week revised its estimates of the revenue each of its 14 teams receive from radio and television in the wake of BROADCASTING's annual football report (BROADCASTING, Aug. 28).

From Jim Kencil, NFL director of public relations, come these "official unofficial" estimates: Baltimore, $340,000; Chicago, $200,000; Cleveland, $220,000; Dallas, $125,000; Detroit, $160,000; Green Bay, $120,000; Los Angeles, $250,000; Minnesota, $130,000; New York, $250,000; Philadelphia, $180,000; Pittsburgh, $300,000; San Francisco, $200,000; St. Louis, $150,000; Washington, $250,000. The new total is $2.875 million.

WBAL-AM-FM Baltimore will carry the Colts' games on radio with the fm purchase a specific buy and not a bonus. Earlier it was incorrectly reported that the games would be carried on WFBR. Sponsoring the Baltimore games will be the National Brewing Co., American Oil and the Baltimore Dodge Dealers.

Sponsorship of the Pittsburgh Steelers' games is shared by Duquesne Brewing Co., Marlboro Cigarettes and American Oil.

Still not announced is the radio station that will carry the games of the New York Titans of the American Football League. (See story on legislation affecting pro football page 54.)

Seasonable greetings

Blair-TV distributed to agency account executives last week a promotion piece in the form of a Christmas card. It extends Yuletide greetings ("pardon our early Christmas spirit") and stresses that spot tv schedules of "fringe time" minutes are approximately 92% to 99% more efficient than participations on the same stations in highly-rated network programs. It ends: "Call your Blair man in September, October, November, December . . . and Beyond."

RAB expands offices

All principal departments of Radio Advertising Bureau, New York, will be consolidated in new headquarters offices in mid-September. The bureau has leased the eighth floor of 655 Madison Ave., giving more floor space than the present quarters at 460 Park Ave. and 120 E. 56th St.

Kevin Sweeney, RAB president, said the move does not end RAB's search for a building of its own, and that an on-the-spot study of possible sites will be made in New York early this fall by RAB's finance committee headed by

Jim Stewart of WBKB (TV) Chicago's "Jim Stewart Show" is typical of the major market children's shows in which Bosco milk supplement concentrates its advertising.

trips are said to be welcomed by the stations because the personal interest makes them feel they are not just order houses.

Harold Krelstein, of the Plough stations. Meanwhile, at 655 Madison, the bureau will expand its tape, slide and data-gathering facilities.

Heavy buying viewers

CBS-TV Stations Division last week introduced a new study that relates the incidence of product consumtion to tv viewing in a given market.

The new report, entitled "Prime Prospects," specifically deals with Los Angeles, where CBS-TV owns KNXT (TV). The study attempts to answer the question of how well the station reaches consumers who do the heavy buying in the market. The bulk of the study is based on a comprehensive American Research Bureau questionnaire which categorizes 41 high-consumption products, classifying the users into "light," "medium" and "heavy."

Los Angeles was selected for the study because it is a seven-station market (New York and Los Angeles, in which CBS-TV has stations, also are the largest markets in the U. S.). The study will be seen this week at agency offices in both these cities and probably in Chicago later.

TEENAGERS VS PARENTS!

Coming Up in September / Three Significant Panel Discussions on the Problems of Teenagers and Their Parents

FRONTIERS OF FAITH

produced by the National Broadcasting Company in cooperation with the National Council of the Churches of Christ in the U. S. A. as a part of
THE YEAR-LONG NBC RELIGIOUS PROGRAM
Sundays 1:30-2:00 PM NYT

Alternating on NBC TV with FRONTIERS OF FAITH during the YEAR-LONG NBC RELIGIOUS PROGRAM are THE CATHOLIC HOUR, produced in cooperation with The National Council of Catholic Men, and THE ETERNAL LIGHT, a joint production with the Jewish Theological Seminary of America

FRONTIERS OF FAITH–WINNER OF A 1960 PEABODY AWARD

NBC

Carolinians rebel on deintermixture

GROUP OPPOSES THREAT TO WIS-TV CH. 10; UHF OPERATORS MEET

The battle on deinxtermixture moved in new directions last week.

A group of South Carolinians, battling to save ch. 10 Columbia from being lost to the state, asked the FCC to withdraw the deintermixture proposal which would, if adopted, force WIS-TV in the state capital to move to uhf.

At the same time, uhf broadcasters gathered for the first time since the commission's deintermixture proposals (BROADCASTING, July 31) in Springfield, Mass., and agreed to try to rally support for the FCC's ideas as best they can.

Opening Gun ▪ In a unique and potentially explosive document, the citizens and government of South Carolina fired a broadside at the FCC—the opening of what may be a knockdown battle against deintermixing Columbia, the capital of the state.

The FCC proposes to delete ch. 10 from the city and substitute a uhf channel.

Presented to the FCC on Friday was a petition filed by 75 South Carolina national legislators, state officials and representatives of business and community life asking that the commission rescind its proposal to delete ch. 10 (WIS-TV) from Columbia and substitute a uhf channel in its place.

The approach was made on two counts:

Columbia does not meet either of the commission's two criteria for deintermixture—it is neither substantially converted to uhf nor would the city be free of outside uhf signals.

And, the mass petition said, if the FCC doesn't believe this, hold a hearing in Columbia and let the public tell its story.

This would be in line with the commission's statements that broadcasters should survey the sentiments of their communities to ascertain the public's wishes, the petitioners noted.

Among the signers, each filing as an individual petitioner, were the two United States senators from South Carolina, six representatives, the Governor, the lieutenant governor, the president of the State Senate, country delegations and a group of business and community leaders.

The group referred to comments by uhf ch. 67 WNOK-TV Columbia in earlier filings before the FCC which suggested that the better answer to competitive television in Columbia would be the addition of another vhf channel, even at substandard spacing, rather than deintermixture.

One of Eight ▪ Columbia is one of eight cities which the FCC has proposed to deintermix by removing the present, single vhf channel in order to establish an all-uhf market.

The other cities are Binghamton, N.Y.; Champaign, Ill.; Erie, Pa.; Hartford, Conn.; Madison, Wis.; Montgomery, Ala., and Rockford, Ill.

Both the Columbia and Montgomery stations (WSFA-TV) are commonly owned by the Broadcasting Co. of the South.

The proposals have already called forth a storm of protest, with statements of opposition by state and local groups, as well as by state congressional delegations in Washington.

If the commission won't hold oral argument in Columbia on the petition to rescind, the petitioners asked that the FCC order oral argument in Washington as soon as possible before Congress adjourns, so that the South Carolina delegation may appear.

Deintermixture in Columbia cannot be effective, the petition stated, because the area is heavily served by outside vhf service. Eleven stations from outside Columbia send vhf signals into the area: Augusta, Greenville, Spartanburg, Asheville, Charlotte, Florence and Charleston.

If ch. 3 were to be removed from Columbia, the group pointed out, only a very small area around the city of Columbia would not be receiving vhf service. And, it went on, if surrounding vhf stations were to move to maximum power and antena heights, there would be no area not served by vhf.

Even the state's pine trees would contribute to the poor showing of uhf, the petitioners noted. The foliage of pine trees block uhf signals to a great degree, they said.

Conversion Limited ▪ Uhf conversion in the Columbia service area is not anywhere near "substantial," the Palmetto State petitioners stated.

Uhf penetration has fallen dramatically—from 47% in 1958 to 8% in 1960 for Calhoun County—while in one ininstance it rose—from 47% in 1958

Thomson wants FCC to hold deintermixture

Rep. Vern Thomson (R-Wis.) has introduced a resolution asking the FCC to delay its deintermixture plans at least until the commission completes its impending uhf study and reports to Congress.

In a statement accompanying the resolution (HR 450) the Congressman also blasted the FCC for its "grossly inconsistent if not misleading position" in requesting $2 million for the uhf study it will begin shortly in New York.

Rep. Thomson, a member of the House Commerce Committee, which has jurisdiction over the FCC, recalled that the commission sought the appropriation on the ground the study is essential to a conclusive determination of the role uhf could play in solving the tv allocations problem.

Yet, he added, even though the commission is not scheduled to complete its study until January 1963, it has already proposed deleting vhf channels from eight markets and shifting the affected stations to uhf bands (BROADCASTING, July 31).

Rep. Thomson said he introduced the resolution because of a "flood" of mail from constituents protesting the proposed elimination of one of the eight vhf channels, ch. 3 in Madison (WISC-TV).

Loss of the channel would deprive "tens of thousands of people" in south central Wisconsin of their only reliable television service, he said. Since no major metropolitan area with as many as five or seven vhf channels would lose even one, he added, "this is nothing less than an outright discrimination against the rural and agricultural citizens of Wisconsin."

In moving ahead with its deintermixture plans before the study findings are in, he said, the commission is either taking action without the necessary technical data, or it "has misled this House into an appropriation which it did not need, was not entitled to, and is now wasting."

If adopted, the resolution would merely express the "sense of the House" and carry no legal weight. But it is unlikely the commission would ignore the expressed wishes of the House.

'What's in the wind?'

'New gains ahead for KIOA, Des Moines.'

PHOTO BY EWING GALLOWAY

Why? because they're going with Blair?*

Partly, plus other things.

Like what?

Like record corn-income, Iowa's biggest in years.

So what else?

Iowa factory output is even bigger than corn.

Which means?

Personal income in KIOArea up 5% (over $5600.)

Where does KIOA come in?

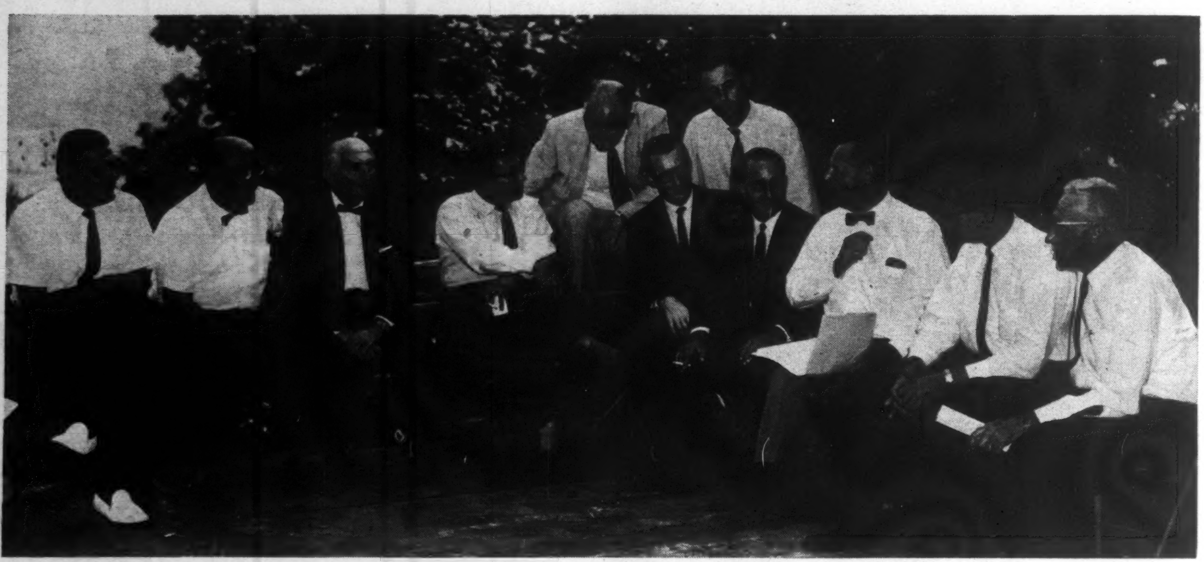
Comes in all over Iowa, with 10,000 watts at 940, best frequency in Des Moines, giving 24-hour service custom-geared to specific needs of this productive agri-urban market.

*

Effective September 13, 1961, another major area-station, KIOA-Des Moines, appoints

John Blair and Company

as National Representative



Uhf operators meeting in Springfield, at the invitation of William L. Putnam, president of Springfield Television Broadcasting Co., formulated plans for supporting the FCC's proposals to deintermix eight markets by deleting the single vhf channel now there. In the picture above uhf operators are (l to r): Robert Stough, WSBA-TV York, Pa.; Harold Thomas, WATR-TV Waterbury, Conn.; Bernie Berk, WAKR-TV Akron, Ohio; Larry Turet, WXIX-TV Milwaukee; John English, WSEE-TV Erie, Pa.; John Fergie, WRLP (TV) Greenfield, Mass.; William L. Putnam, WWLP (TV) Springfield, Mass.; Ed Stala, WINR-TV Binghamton, N.Y.; Roger Putnam, chairman of Springfield Television; Bob Bray, WHNB-TV New Britain, Conn., and Don Burton, WLBC-TV Muncie, Ind.

to 68% in 1960 for Lexington County, the petition noted.

Up the CCT ▪ A uhf organization, the Committee for Competitive Television, quiescent for the last few years, showed signs of life last week—and among these were a resurgence of the combativeness that made CCT a fighting pro-uhf organization less than five years ago.

The renewed tremors arose at a special meeting of 11 representatives of nine uhf station groups in Springfield, Mass., on Aug. 28. The meeting had been called by William L. Putnam, president of four uhf stations in Massachusetts (BROADCASTING, Aug. 28).

The informal meeting, lasting from lunch through dinner, ended with no written resolutions, but a consensus among those present that support must be drummed up in behalf of the FCC's proposal to deintermix eight markets by deleting the single vhf there and substituting a uhf channel to make them all uhf areas.

Stressed was the need for a "grass roots" approach to support the FCC's proposals. The uhf operators present agreed to increase their individual activities toward this end through approaches to legislators and the public.

Mr. Putnam charged that vhf stations "were using the indentical political pressure tactics they used to defeat a similar deintermixture proposal several years ago."

"The might of the v's may not be on our side," he said, "but we have the recommendations and backing of the most unbiased and most qualified group of experts in the industry to determine the merits of deintermixture, the staff of the FCC."

Another uhf operator, John English, WSEE-TV Erie, Pa., expressed the belief that the approach of the Assn. of Maximum Service Telecasters was "hysterical."

"We've got a very simple story to tell," he said. "The FCC is the expert in this field, and it knows what it is doing."

Liaison Activities ▪ There was some discussion of establishing a more formal organization to battle for deintermixture, but the final resolution was an agreement to maintain informal liaison with each other and to engage in individual contacts with the public and congressional and state representatives to tell them the uhf side of the story.

It was agreed that CCT would file comments with the FCC in support of the deintermixture proposals.

Plans were also made to hold regional meetings of uhf operators during the next weeks, but no dates or places were set.

Mr. Putnam sent out invitations to all uhf-only operators east of the Mississippi River. One of those present said Mr. Putnam was heartened by the number of broadcasters who took the trouble to come to Springfield. The Putnam stations are WWLP (TV) Springfield, WRLP (TV) Greenfield, WWOR (TV) Worcester, and WBEC-TV Pittsfield, all Massachusetts.

Senate favors cutting presidential campaigns

Senate Aug. 25 approved by voice vote the resolution (S Res. 141) calling for shorter presidential campaigns. Resolution, introduced by Sen. Kenneth Keating (R-N.Y.), puts the Senate on record as favoring holding presidential nominating conventions after Labor Day in election years.

The resolution cites the candidates' ability to reach voters by television and radio and modern transportation as justification for shorter campaigns.

Senate Majority Leader Mike Mansfield (D-Mont.) described the Keating proposal as an excellent one. But some senators said adoption of the resolution is meaningless since it merely expresses "sense of the Senate" and it has no legal effect.

Evangeline asks to withdraw

Evangeline Broadcasting Co., one of three applicants for ch. 3 Lafayette, La., last week asked to withdraw citing FCC grants at Baton Rouge and Port Arthur-Beaumont (Tex.), which it feels provide coverage and competition in the market.

Morgan Murphy, half-owner of Evangeline, has applied to buy KXLY-AM-FM-TV Spokane, Wash., and is selling his interest in Evangeline to George Thomas, who owns the other half.

The remaining applicants for ch. 3 are KTAG Assoc. and Acadian Television Corp.

Jacksonville case restudied this week

A 1956 FCC grant, said to have been influenced by off-the-record contacts, will be re-examined this week by the commission. The agency reopened the record last year on its own motion to explore *ex parte* charges developed during hearings before the House Legislative Oversight Subcommittee in the Jacksonville, Fla., ch. 12 grant (BROADCASTING, Aug. 8, 1960).

The channel was granted to Florida-Georgia Tv Co. (WFGA-TV) by a 4-2 FCC vote reversing the hearing examiner's initial decision. Other applicants were the City of Jacksonville (WJAX) and Jacksonville Broadcasting Co. (WPDQ). In the House hearings testimony was presented to show that former Commissioner Richard A. Mack had sought advice from a party outside the case and was contacted on behalf of two of the applicants, WFGA-TV and WJAX.

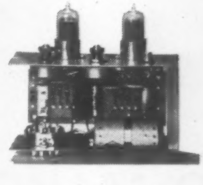
The case will be reopened Sept. 6 in Washington before Chief Hearing Examiner James D. Cunningham. Witnesses set for the first week include Francis Conroy, Miles H. Draper and Dillon Kennedy. Mr. Conroy was described in the House hearings as a Jacksonville attorney and "an old friend" of Commissioner Mack whom the commissioner telephoned on two occasions for advice on the case before the final decision. Mr. Draper is a Tampa attorney, who allegedly made representations on behalf of the City of Jacksonville. Mr. Draper also was a friend of Commissioner Mack, according to testimony. Mr. Kennedy is a Jacksonville city commissioner.

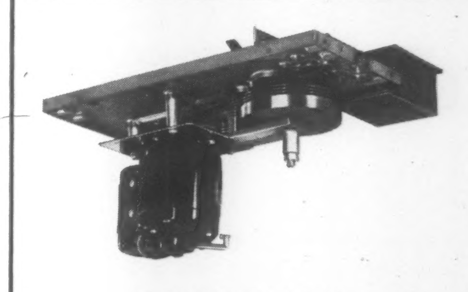
Delinquency hearings

The Senate Juvenile Delinquency Subcommittee will resume hearings Thursday and Friday on a possible connection between tv crime and violence and the rising youth crime rate. The subcommittee did not announce the names of witnesses, but an aide said they would be drawn from the broadcast industry.

why ATC is the most widely used tape magazine system in broadcasting

Playback Unit


Program Amplifier Module


Record/Playback Deck

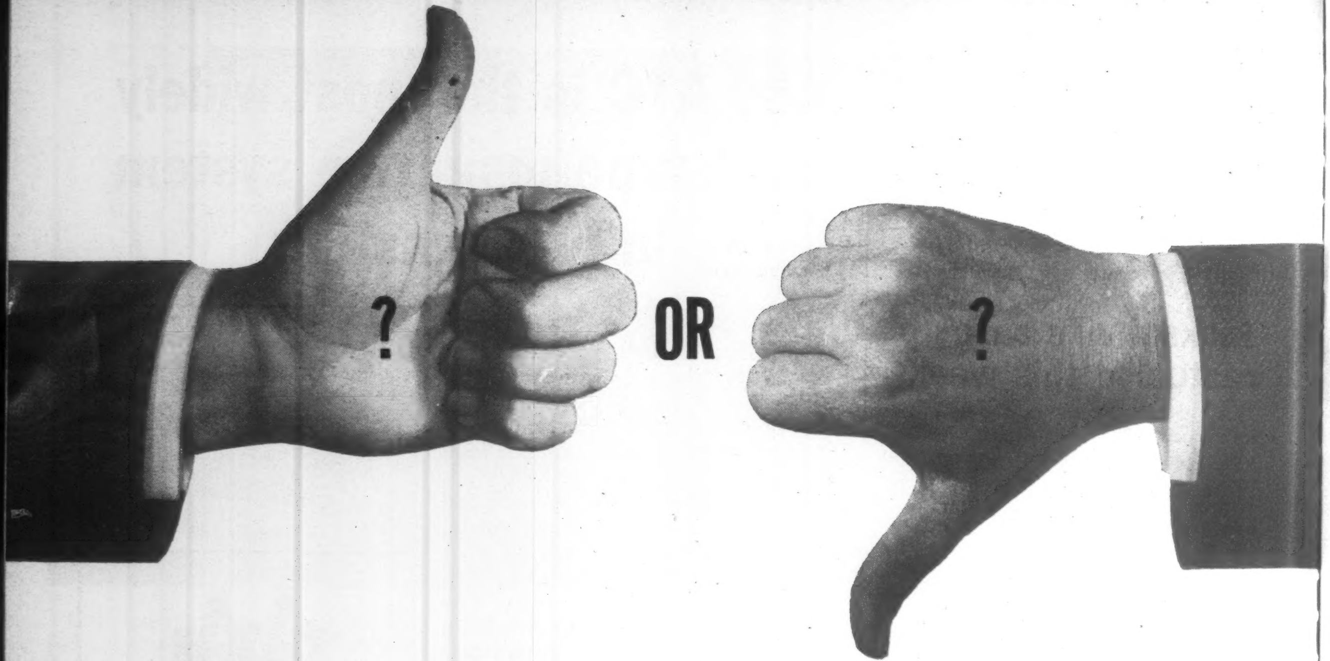
Record Amplifier

If price was the only factor involved in the manufacture of an Automatic Tape Control system, most of our problems would be solved. But because ATC magazine-loaded tape units must produce high fidelity playback in conjunction with the finest broadcast equipment made, we have refused to make any concessions in materials and components just to meet a price. The ATC is an engineer's delight. High quality, heavy-duty construction is evident throughout. All electrical components are conservatively rated for long life and marked for easy identification. All components and wiring are easily accessible for efficient preventative maintenance. Modular construction eliminates costly downtime. High performance vacuum tube circuitry assures reliable operation to +65° C. ATC delivers a frequency response of ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter is under 0.2% rms. AUTOMATIC TAPE CONTROL, INC., introduced the original Automatic Tape Control system in 1958. Formerly distributed exclusively by Collins Radio Company, the ATC system is now in use in over 600 radio and TV stations. More than 4,000 units have been manufactured, installed and proved under actual "on-the-air" conditions. For complete information and illustrated brochure, write, wire or phone collect today.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Room 108 • Bloomington, Illinois



WHO MAKES THE BIG AGENCY DECISIONS SO IMPORTANT TO YOU?

Here's a discovery to ponder. Recently the A. C. Nielsen Company — world's largest marketing research organization — queried executives at the country's 50 biggest television and radio agencies. (Collectively, the Top 50 agencies spend **nearly 1½ billion dollars** of all broadcast advertising money invested annually. Their individual TV-radio billings range from approximately $125,000,000 to $6,500,000 a year.)

These are pretty important people. Nearly three-quarters of them are media directors, assistant or associate media directors, media supervisors and media buyers. Others are account executives and group supervisors (7%); V.P.'s in charge of TV-radio, or TV-radio directors (4%); top management executives (5%); research or other functions (12%).

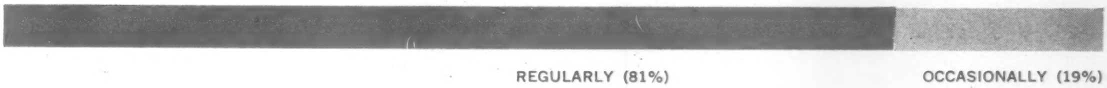
One of the things Nielsen wanted to find out is this:

> ***To what degree do these individuals play an influencing part in the selection of (1) MEDIA, (2) MARKETS, and (3) STATIONS?***

For how they answered, see the facing page . . .

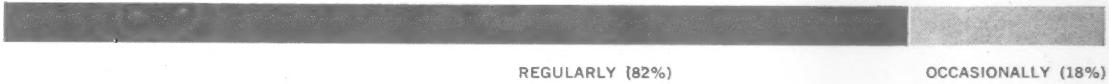
...DECISIONS ON MARKETS? 91%

say they participate in decisions on MARKETS to be used. Of these:



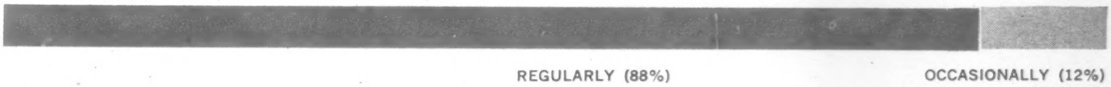
...DECISIONS ON MEDIA? 93%

say they participate in decisions on MEDIA to be used. Of these:



...DECISIONS ON STATIONS? 86%

say they participate in decisions on STATIONS to be used. Of these:



Men and women who make important decisions like those are important to YOU, too! Which is why we think you should *also* know what they told Nielsen about their responsiveness to the four principal business publications in the TV-radio field. Here, briefly, is the box-score:

1) ***For broadcast media news and information,*** BROADCASTING is read by more of them than any of the others.

2) ***For reporting of current trade events,*** BROADCASTING is preferred 2-to-1 over the next-best — and 70% over the other three combined.

3) ***They express the most confidence*** in BROADCASTING—86% more than for the next-best magazine.

4) ***They consider the most useful publication*** to be BROADCASTING — by a 21% margin over the second-best (143% over the other two combined).

5) ***For your advertising, they recommend — to best reach them*** — that you use BROADCASTING (which outscores the second-best magazine by 42%, the rest of the field by 185%).

6) ***Your advertising is likely to have the most impact on them,*** they say, when it appears in BROADCASTING. They rank BROADCASTING decisively ahead of the nearest competitor by 57% — and 80% ahead of the two stragglers combined.

Executives whose livelihood depends upon making decisions aren't likely to make them lightly or without sound reasons. It stands to equally sound reason that when YOU make decisions about where to run your own advertising, the advice of your own best prospects is the safest guide you can follow!

BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

JUSTICE THROWS A BLOCK

NAB also opposes bill favoring pro ball package rights, but Rep. Celler's hopeful of getting it to House floor

Legislation that would enable the National Football League and other sports leagues to sell the tv rights for their games to the networks in a package ran into Justice Dept. opposition last week.

The department's antitrust chief, Lee Loevinger, said enactment of the bill (HR 8757) "is contrary to the established policy of the American free-enterprise system . . . would carve out a broad exemption to the antitrust laws . . . [and] would place in the hands of a few private persons tremendous power over a popular and lucrative business."

Indications were, however, that Rep. Emanuel Celler (D-N.Y.), author of the bill, would push for its enactment at this session of Congress. After a hearing by the House Antitrust Subcommittee, which he heads, Rep. Celler said he hopes to get the bill to the House floor as soon as possible.

At the hearing, NAB opposed the bill on grounds similar to those of the Justice Dept. Support came from representatives of professional football and baseball. A spokesman for the National Collegiate Athletic Assn. went along with the proposal, but asked for an amendment to protect college football gates from pro football telecasts.

The bill was introduced as a result of a decision of a Federal District Court in philadelphia, which voided an NFL-CBS-TV contract. The pact would have paid the league $9.3 million for the 1961 and 1962 seasons. The decision was based on an antitrust decree issued by the same court in 1953.

No overriding Needs ▪ Mr. Loevinger, who presented the Justice Dept.'s views in a letter to Rep. Celler after the hearing, said exemptions from antitrust laws are traditionally limited to situations where "overriding public policy considerations are present." But no such public need or benefit has been demonstrated to warrant the proposed exemption, he said.

He noted that in 1960 CBS paid $1.5 million for the right to televise 80% of the NFL games while under the voided contract, the network would have paid $4,650,000 for all league games in 1961. "Thus," he added, "to acquire the remaining 20% of the games and hold exclusive telecasting rights . . . CBS was willing to pay 200% of the price" it paid in 1960. "This, to us, is a striking example of the evils of monopoly."

The effect of the bill in the future, when eight or 10 television stations may cover one area, must be considered, he said. The bill could prevent most of these stations from televisig sports contests, he asserted, for it would permit one network to tie up the games of two or more leagues.

Mr. Loevinger said the NFL members' contracts in 1960 do not indicate "any deficiency in negotiating talent on the part of the clubs. . . . Even a team which lost all its games, the Dallas Cowboys, sold its television rights for $150,000, a large sum of money."

"Our position," he said, "is that no legislation is necessary—that present law provides adequate safeguards for considerations of organized sports' legitimate interests."

NAB's position was presented by Vincent T. Wasilewski, executive vice president-elect, who acknowledged that the bill is "a matter of controversy" within the industry. He said ABC, which has a package-tv contract with the American Football League, supports the bill, while NBC opposes it. He said CBS has not taken a public stand.

Antitrust Laws Should Prevail ▪ But NAB's view, he said, is that telecasting of sports contests should remain subject to governmental supervision through the operation of the antitrust laws. He said enactment of the Celler bill would result in fewer sports telecasts.

If only one network is permitted to broadcast a league's games, "the possibility of two networks telecasting different games of the same league in the same area" would be eliminated, he said. And to make the package contract effective he added, "the league would have to preclude individual clubs" from making their own tv arrangements.

"We believe that no blank check should be given to professional sports which allow them to arbitrarily black out from the airwaves, through concerted activity, the telecasting and broadcasting of games which have such great public appeal," he said.

He also discounted the reason given by the NFL for desiring a package tv contract—that this was the only means of providing all league members, weak as well as strong, with adequate tv revenue. He quoted an article in the Aug. 28 BROADCASTING, which put the total NFL radio-tv revenue for 1961 at $3.5 million. (See story, page 46.)

An amendment proposed by the subcommittee to tighten up the bill failed to win Mr. Wasilewski's support for the bill. It would specify that the bill does not permit tv blackouts, except for arrangements not to telecast another game into the home area of a team when it's playing at home. Mr. Loevinger suggested a similar amendment in the event the bill is approved by the subcommittee. Mr. Wasilewski said the change would improve the bill—but not enough to alter NAB's opposition to it.

NFL's Position ▪ In urging passage of the bill, NFL Commissioner Pete Rozelle said that unless the league is permitted to sell its tv rights as a pack-

L to r, Messrs. Foss, Frick and Rozelle

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age, only a limited number of NFL teams will be seen on television in 1962, when current contracts will have expired. The networks are interested only in the stronger teams, he said.

This will mean, he added, that the league's tv revenues will be reduced, and its efforts to maintain a balance among its members will be hindered. He said only four of the 13 teams in the league last year (there are now 14) would have made a profit without television money.

Mr. Rozelle said the NFL is the only sports league "singled out for prohibitions on joint television contracts." Other leagues, he observed, "including the directly competing American Football League, continue to enjoy the stability of single network television contracts without challenge" by the Justice Dept.

The NFL head argued that members of a professional football league cannot be considered competitors in a business sense, since no club wants to put any of the others out of business. The league feels it's as important for the Green Bay Packers, representing a community of 63,000, to receive as much tv income as the New York Giants, located in an area of 8,000,000 people, he said.

Mr. Rozelle endorsed a proposed amendment that would require competitive bidding for a league's tv rights. He explained that CBS got the league contract by negotiation rather than bid because it already had contracts with a majority of the clubs for the 1961 season.

Aitkin-Kynett gets a chance to clean up

Housewives in the Tidewater have found two new friends.

1. That new gentle, pink detergent promoted so well by Aitkin-Kynett.
2. Virginia's newest and most exciting radio station, WHIH.

Can't we get the two together? It seems to us Aitkin-Kynett could really clean up. Housewives by the block are now switching to WHIH, because of its livelier music, more intelligent news coverage and vigorous concern with local public issues.

Indeed, *whatever* product you advertise to Tidewater housewives, check the all-new WHIH before you buy.

WHIH
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TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel

Amendment Requested ▪ Joe Foss, commissioner of the American Football League, generally supported the bill, but asked that language be added to prevent a league from tieing up more than one network and thus being able to kill off a competing league. Mr. Rozelle earlier approved this proposal.

One of Mr. Foss's major concerns in favoring passage of the bill was that its enactment would protect the AFL from the possibility of a Justice Dept. antitrust suit. He said that while the AFL-ABC pact is similiar to the NFL-CBS agreement, its provisions are sufficiently different to bring it within the law. But, he said, the league didn't want to pay $100,000 in legal fees to prove this point in court if the Justice Dept. should decide to bring suit.

William R. Reed, Commissioner of the Big 10 Conference, and chairman of the NCAA's legislative committee, said college football is not opposed to the bill. But he asked for an amendment that would prohibit professional football telecasts on days other than Sunday, the customary game day for pro football.

Commissioners Rozelle and Foss said professional football had avoided competing with college football for 35 years, and would do nothing to damage the pro teams' major source of talent. Both, however, declined to endorse the proposed amendment, contending that pro teams might in the future want to play their games on some day other than Sunday.

Baseball Commissioner Ford Frick also appeared in support of the bill, which applies to baseball, hockey and basketball, as well as footall.

U. S. drops charges against Richard Mack

The U. S. Justice Dept. last week finally let former FCC Commissioner Richard A. Mack off the hook. Charges that he conspired with Miami lawyer Thurman A. Whiteside to throw the grant of ch. 10 Miami to National Airlines were dropped in Washington District Court on motion of Justice Dept. attorney Oliver Dibble. Judge Alexander Holtzoff granted the dismissal.

Mr. Dibble said the government's case was destroyed when Mr. Whiteside was acquitted of the charge in October 1960. The pair had been tried together in 1958 but the jury could not reach a decision. In 1960, Mr. Mack was declared too ill to stand trial.

The charges against Messrs. Mack and Whiteside stemmed from hearings before the House Legislative Oversight Committee in which it was alleged Mr. Mack had received favors from the lawyer in exchange for voting in favor of National Airlines. Mr. Mack resigned from the commission but denied wrongdoing.

Mr. Whiteside committed suicide last May.

Satellite-to-set tv seen by AEC member

Communications satellites beaming television signals directly to home receivers around the world are a possibility within this decade, according to Atomic Energy Commissioner Robert E. Wilson.

He told the Research Subcommittee of the Joint Congressional Atomic Energy Committee last week that the key to this achievement is in the compact, nuclear-powered transmitting systems being developed by the ABC.

Direct satellite-to-receiver transmission would require about 150 kw per channel to cover the entire hemisphere, he said. But a simpler nuclear-powered satellite relay system would require only about 1 kw and could be ready in about two or three years, he said.

Long to Hear FCC ▪ In another space communications development last week, Sen. Russell B. Long (D-La.) announced he will call the FCC to testify before his Small Business Subcommittee on a private-industry group's proposals for the creation of a privately owned space communications system.

The group, an *ad hoc* committee of 10 international common carriers, is scheduled to submit its recommendations to the FCC Oct. 13. Sen. Long set Oct. 17 for the hearing by his Antimonopoly Subcommittee, which has already held hearings on U.S. satellite communications policy.

Sen. Long has said he's afraid the FCC's creation of an *ad hoc* committee will lead to monopoly control of the new communications system.

Conelrad tests slated

The new Conelrad alert system utilizing the press teletype facilities of AP and UPI will be tested each morning at 9:30 a.m. EST during the month of September at all participating stations, FCC Defense Commissioner Robert T. Bartley announced last week.

The teletype alerting system will supplant the former plan of alert by telephone. Any inquiries from broadcast stations should be addressed to the FCC coordinating engineer in the station's Conelrad area. Beginning Oct. 1, further tests will be conducted twice weekly, on Saturdays at 9:30 a.m. EST and on Sundays at 8:30 a.m. EST.

Etv group appeals FCC tv proposals

Educational tv interests last week appealed to the U. S. Court of Appeals to give them relief from "arbitrary and capricious" decisions of the FCC to add commercial tv channels, instead of educational channels, in Rochester, N. Y., and Johnstown, Pa. (CLOSED CIRCUIT, Aug. 28).

At a Wednesday news conference in Washington, Norman Jorgensen, attorney for Joint Council on Educational Broadcasting, said the court petition might be the opening gun in a campaign to get greater FCC consideration for educational channels. He said this was the first time JCEB has carried its arguments to court.

The FCC Aug. 3 made final rulemaking to addch. 13 to Rochester on a commercial basis and the same day instituted rulemaking to add ch. 3 to Johnstown. In the former case the commission denied the petition of the Rochester Area Educational Tv Assn. to reserve ch. 13 for education; in the latter the request of Penn State U. to assign ch. 3 to State College, Pa., for etv.

The educators' appeals cited an alleged inconsistency between the FCC's drop-in decisions and the policy the agency expressed in its Sixth Report and Order (1952) in which it said it planned to reserve a vhf channel for etv in communities having three or more vhf channels. JCEB said the commercial grants were not in the public interest because viewers would not be offered a diversity of program fare. The FCC decisions were characteried in the petitions as "unlawful, unfair and discriminatory, an abuse of discretion."

FAA will lend an ear to FCC on antenna farms

The Federal Aviation Agency will not establish antenna farms if the FCC tells that agency that such a grouping would interfere with the FCC's statutory responsibility, FAA Administrator Najeeb E. Halaby announced last week. The FAA's proposal that it set up such antenna farms met with vehement broadcaster disapproval in hearings held before that agency Jan. 10.

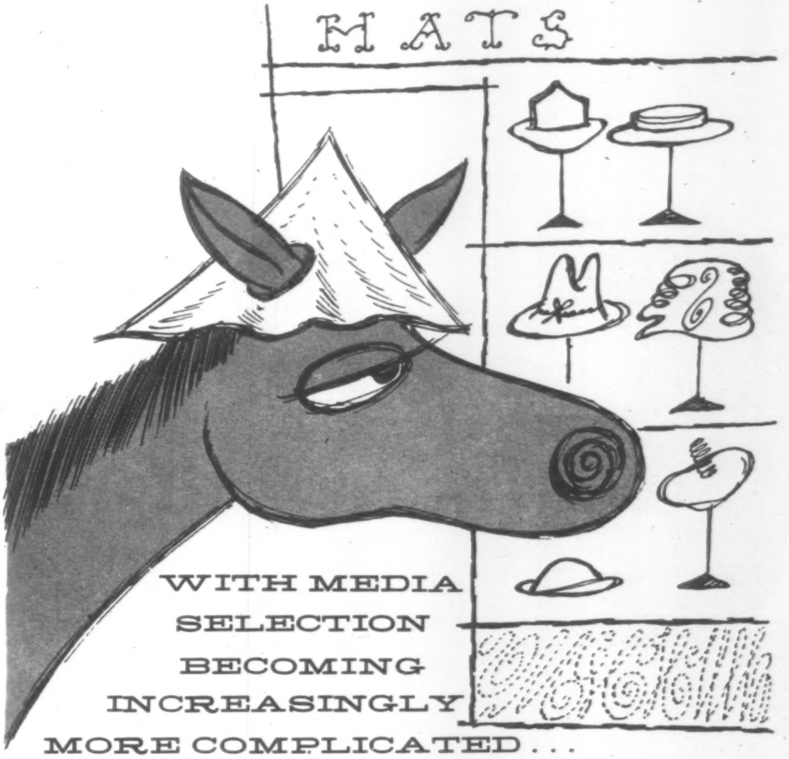
The FAA last week made final rules on what constitutes an air hazard and exempted structures less than 20 feet high. The air agency said it considers itself the final authority on the air hazard question but added "our findings should not be construed to prejudice the exercise by the commission of its statutory jurisdiction particularly its authority to determine whether a construction permit for such a structure should be issued." The FAA warned that this statement should not be interpreted as a conclusion to jurisdictional problems that might arise in the future. It pointed out that any party dissatisfied with a decision by either agency always has recourse of taking the action to the courts.

USIA funds approved without Javits increase

The Senate last week passed an appropriations bill providing $138.9 million for the U. S. Information Agency after rejecting efforts of Sen. Jacob K. Javits (R-N.Y.) to increase the figure by $6,377,289.

The bill, containing $762 million for the State, Justice and Judiciary Departments and related agencies, now goes to a conference for reconciliation with a House-passed bill of $751,300,050. The House bill contained $134.8 million for the USIA.

One of Sen. Javits' amendments would have boosted the USIA appropriation by $4.3 million in an effort to strengthen the agency's overall program. The other would have restored $2 million cut from a fund used to guarantee publishers a return on the books they produce for the agency.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WITH MEDIA SELECTION BECOMING INCREASINGLY MORE COMPLICATED . . .

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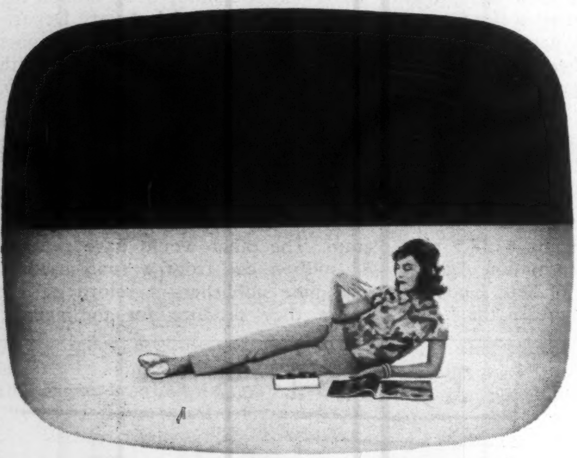
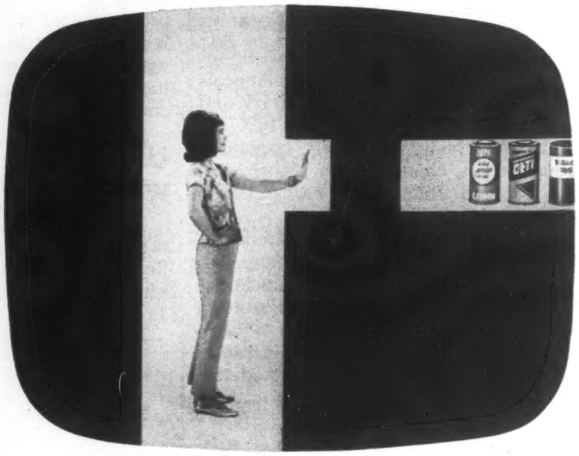


Cleaning? Who cleans?



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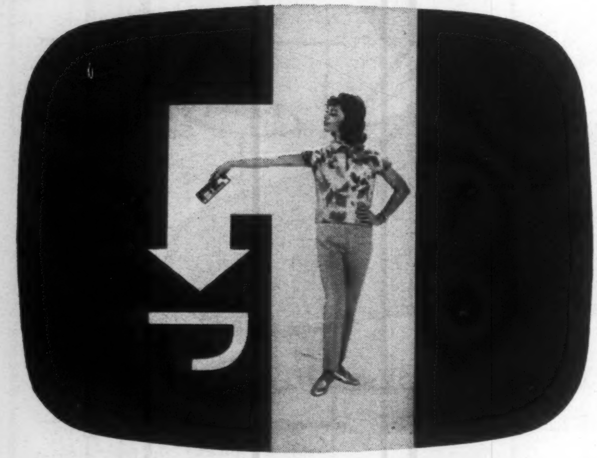
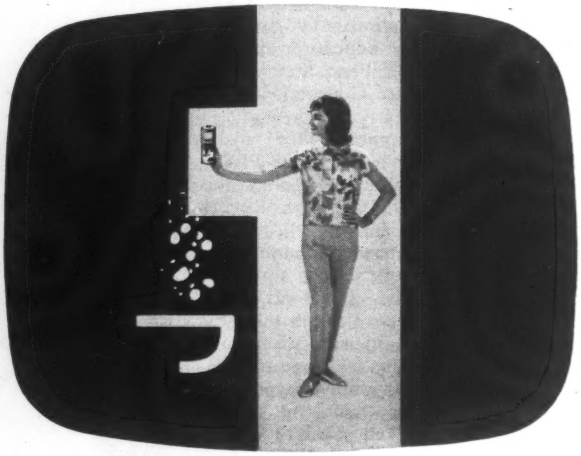
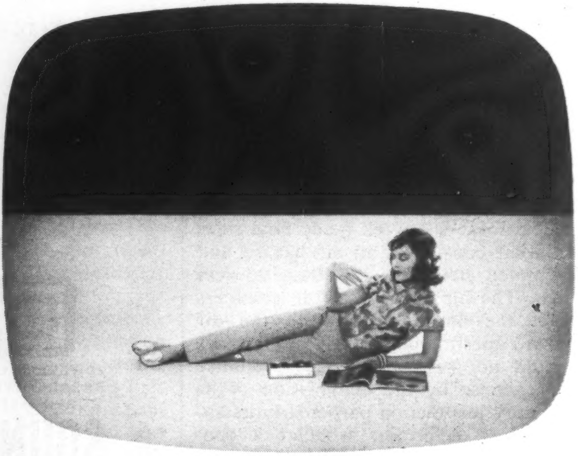




Stoop and scour . . . Not with VANiSH.



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THE PROBLEM: How to show—visually and verbally—smartly and tastefully—just what a new and different household cleanser can do . . . show how and why VANiSH obsoletes old ways and old ideas!

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THOSE LOGGING TROUBLES

Operations snarl reported as Georgia stations try dry run of FCC's proposed record keeping

Judging by first field tests, practical station operation under terms of proposed new FCC logging and program forms will involve headaches for staff and management.

Last week WDEC Americus, Ga., under auspices of the Georgia Assn., of Broadcasters, began a dry-run experiment with logging forms it designed in an effort to meet the proposed commission requirements. WCON Cornelia, Ga., was to start similar tests over the weekend on all-day scheduling. WDEC is a daytimer. WGAU Athens, Ga., is analyzing results of tests it has conducted.

NAB is planning a series of mid-September logging tests.

Jack Williams, GAB executive secretary, said the association-sponsored South East Radio-Tv Seminar, to be held Sept. 15 at the Biltmore Hotel, Atlanta, has attracted wide interest. Two NAB board members have indicated plans to attend. They are Dwight W. Martin, WDSU-TV New Orleans, chairman of the NAB Tv Board, and Robert F. Wright, WTOK-TV Meridian, Miss. Julian F. Haas, Crosett, Ariz., will attend as president of Arkansas Broadcasters Assn. At least eight other associations will participate.

Charles Smith, WDEC owner-manager and GAB treasurer, reported to the association after three days that the new FCC logging form (BROADCASTING, Aug. 21) had developed trouble at the station. He said, "Our logging is under way. We began Sunday with nobody logging but the man on duty. It was found impossible for him to keep up and our programming degenerated.

"We have two people on duty throughout the day keeping a log. The man on the board is doing as much as he can. We are inking in blank spaces he leaves as a comparison with what he should have done under the program regulations and what he is able to do."

Primary Objectives ▪ GAB said its first experiments involved the cost of printing forms designed to meet FCC's proposed requirements and the cost of additional personnel. Further tests will seek to determine if a small station can sustain the burden over a period of time.

NAB last week was completing work on two series of logging forms designed to test the FCC's requirements. It was printing two types of forms for field tests. The first form is designed to provide all the information the Commission wants. The second is a simplified revision based on NAB's concept of what stations should provide. In the second form, provision is made for station certification of policies. This would eliminate some of the details involved in the first form.

Three tv and six radio stations will conduct the NAB field tests. They will use the first form Sept. 11, 12 and 13; the second form Sept. 14, 15 and 16. The three tv stations will represent small, medium and large market stations. The radio selection is representative of network, independent, fulltime and daytime stations. All involve geographical separation.

Last week KSEI Pocatello, Idaho, told the FCC the proposed new forms are burdensome, useless and contain implications of censorship. It predicted the procedure will impose hardships on stations using combo personnel.

KCOP Los Angeles, told the FCC promotion announcements are a public service and should not be classified as spot announcements. Network stations make a better surface appearance, KCOP said, because many of the commercials are an integral part of network programs whereas many independent programs are spot carriers and are shown as such on the forms.

This language in the proposed FCC forms was causing industry concern last week:

"Commercial or noncommercial announcements or commercial continuity broadcast within or between programs (including station breaks) shall be counted as interruptions to programming. Consecutive commercial and/or noncommercial announcements shall be considered a single interruption."

The paragraph was considered one of the biggest stumbling blocks.

The FCC is almost totally off base in presuming to even analyze programming, claims Luther W. Martin, president of the Show-Me Broadcasting Co. (KTTR Rolla, Mo.) in comments to that agency on its proposed revised programming form.

Questioning even the commission's right to delve deeply into a licensee's financial affairs, Mr. Martin claimed the FCC's statutory reason for existence is engineering overseeing to prevent "veritable electronic anarchy."

Though he questions the FCC's constitutional mandate to oversee programming, he felt that if it is going to do so it should consider the hardship that maintenance of thorough program logs impose on the small station owner who often has one "combination man" who must perform all announcing and many engineering functions of running the station during his shift.

After extending the comments deadline on program forms to Oct. 2 (AT DEADLINE, Aug. 21), the FCC clarified the scope of the rulemaking by stating that it would not expect replies from educational stations or groups, as per requests by the National Assn. of Educational Broadcasters and the National Educational Television & Radio Center. The FCC made plain that it reserves the right to take other steps to determine program reporting and logging rules for etv outlets.

Movie men appeal ruling in Arkansas pay tv case

Two movie exhibitors took pot shots at pay tv last week while an Arkansas court was weighing an appeal to set aside a damaging state Public Service Commission ruling against the movie men. The Aug. 16 ruling directed the Southwestern Bell Telephone & Telegraph Co. to provide rates and lines for a closed circuit toll system in Little Rock, Ark. to be run by Midwest Video Corp., an affiliate of International Telemeter Co.

The movie exhibitors, J. T. Hitt, president of the Independent Theatre Owners of Arkansas Inc., and Robin Wightman, Little Rock manager for Rowley United Theatres, said they don't believe pay tv can hurt them, but they are against it in principle. Mr. Hitt said pay tv will make viewers pay for what they now see free, and will "dilute the quality of present free tv programs." He labeled the commission's decision as "wrong, as far as the interests of the people are concerned," and expressed the hope that the "courts will see it differently."

Mr. Wightman said the people of Little Rock don't want pay tv and that two years ago "thousands" of them signed petitions against it and were joined by "many more thousands throughout the state." He claimed the Arkansas commission "does not have jurisdiction over pay tv in Little Rock"; that this is a matter for the FCC.

The exhibitors' organizations, Independent Theatre Owners of Arkansas Inc., a state affiliate of the Theatre Owners of America; and Rowley United Theatres, together with the latter's subsidiary, United Theatres Corp., appealed the Public Service Commission ruling with a brief submitted in the Circuit Court of Pulaski County, Ark., on Aug. 24.

In their appeal, the exhibitors contended the commission had no jurisdiction or authority in the matter, that pay tv is not in the public interest, and that the commission's finding and order is not in "sufficient detail" to enable the courts to determine the contested issues or how and why the decision was made.

The date for the court hearing on the appeal has not been set.

Foreign broadcasters honored in D. C.

FCC Commissioner Robert E. Lee greets a fellow communicator, Christian Scott-Emuakpor, program assistant in the Nigerian Broadcasting Corp. The meeting took place at the Broadcasters Club in Washington Aug. 25 when the club held a reception for foreign broadcasters attending an international broadcast seminar under State Dept. auspices at Syracuse U., Syracuse, N. Y.

The 19 foreign broadcasters are in the United States for a four-month schedule which includes visits to Washington and New York, four weeks of academic work at Syracuse U., 10 days at Purdue U., on educational tv, and six weeks in individual visits at NAB member stations. Chosen by American Embassy officials, the broadcasters represent Malaya, Norway, Argentina, India, Greece, Ecuador, Singapore, Nigeria, Somalia, Sarawak, Sweden, Brazil, Italy, Mexico, Philippines, Congo, and Poland.

AFTRA members ask $1.2 million damages

Damages of $1.2 million are claimed in a suit against Crowell-Collier Broadcasting Corp., licensee of KFWB Los Angeles, filed in Los Angeles Superior Court Aug. 29 by American Federation of Television & Radio Artists on behalf of six striking AFTRA members.

The suit claims the six—Joe Yocam, Cleve Hermann, Gary Owens, Elliot Field, Ted Quillin and Earl McDaniel—suffered defamation of character and invasion of the right of privacy from a printed handbill "produced and distributed by KFWB at the picket line and other sources."

The suit filed by AFTRA counsel David Zizkind seeks $100,000 general damages and $100,000 punitive damages for each AFTRA member.

Charges of unfair labor practices were filed with the National Labor Relations Board against AFTRA last week by three more KFWB advertisers. Charges of Secondary boycott practices were made by May Co. department store, Midway Motors Inc. and Downtown Ford Sales. Charges were filed previously by Seaboard Finance Co. The advertisers' suits resulted from AFTRA's distribution of handbills criti-

Gen. Sarnoff reminisces about his sentimental journeys

The Vice President and U.S. senators don't often turn out en masse to honor a private citizen. But Vice President Lyndon Johnson and 32 senators did last week, for RCA Board Chairman David Sarnoff. The occasion was his 55th anniversary in communications and electronics.

Gen. Sarnoff received a scroll, signed by all those attending a luncheon Wednesday in Washington, commemorating his "dedicated service and outstanding contributions to the advancement of communications."

The RCA executive, who came to the U.S. from Russia at the age of nine as a third-class ship's passenger, acknowledged the tribute in a voice slightly husky. "There are times," he said, "when the tongue is a little dry and the mind a little overwhelmed." In the language of his trade, he said, "It makes for poor transmission." He said he was "deeply moved and profoundly grateful."

The luncheon was sponsored by five senators. In the picture they are (l to r) George D. Aiken (R-Vt.), Warren Magnuson (D-Wash.), Jacob K. Javits (R-N.Y.), John O. Pastore (D-R.I.), and Kenneth B. Keating (R-N.Y.), shown with Gen. Sarnoff and Vice President Johnson.

During the day, Sens. Aiken, Javits, and Magnuson, Thomas H. Kuchel (R-Calif.), who also attended the luncheon, praised Gen. Sarnoff in speeches on the Senate floor.

Four Trips ▪ Gen. Sarnoff told the senators his trip from New York to Washington last week would take its place in his memory alongside three earlier journeys that to him "symbolize the meaning, the spirit and the opportunities of America."

The first was his journey to America from Russia 61 years ago when he was unable to speak or understand a word of English.

The second was another Atlantic crossing in 1909, when he was 18. By that time he had become a Marconi wireless operator and sailed aboard ocean-going ships as an officer. "I had a first-class cabin to myself, and wore a uniform with gold braid . . . and mingled with the first-class passengers," he said.

The third trip was in 1929, when he sailed to Paris as an assistant to Owen D. Young, chairman of the U. S. Reparations Commission, assigned to settle remaining World War I debts and problems.

He said he remembered, while traveling with Mr. Young and other members of the commission, of his own humble arrival in the U. S. from Russia.

"But there are more opportunities for young people today than when I arrived," he said. "No boy need weep with Alexander because there are no more worlds to conquer."

cizing them for using KFWB facilities.

Claude McCue, AFTRA executive secretary, said some disc jockeys named in the suit are not involved in the negotiations over wages for KFWB newscasters, but joined the picket line to help their fellow staff members.

WATE gets NLRB cease order

WATE Knoxville, Tenn., was ordered by the National Labor Relations Board Sept. 2 to cease upon request its alleged refusal to executive a written agreement reached with Local 760, International Brotherhood of Electrical Workers. If no such request is made by IBEW, WATE is directed to cease what was construed as refusal to bargain with the union and is ordered not to interfere with any employe or the union in collective bargaining. NLRB's decision upheld an examiner's recommendation.

Fm stereo pioneers find the going rough

SETMAKERS WON'T BUY TIME, TWO OUTLETS COMPLAIN

Fm stereo is facing storm warnings. Last week two stations which embraced the new multiplex medium early in the summer indicated they are running into trouble.

- WUPY (FM) Boston indicated it is ready to give up the stereo ghost.
- WKFM (FM) Chicago is preparing to cut down the amount of time it devotes to stereo.

Harvey Sheldon, president of WUPY, said he plans to cease stereo because fm set makers who have pledged undying loyalty to the stereo medium are buying newspaper space instead.

Frank S. Kovas, WKFM, said he too is having trouble with stereo because timebuyers aren't buying stereo time.

Mr. Sheldon said WUPY spent $10,000 tooling up and broadcasting stereo, using RCA equipment. The station has broadcast stereo 24 hours daily for over a month, he added.

Mr. Kovas said WKFM had only one stereo manufacturer, Crosby Teletronics, sponsoring stereo time. He added that Bell Sound, Columbus, Ohio, indicated it plans to buy time.

"We've had a lot of promises but very little money," Mr. Kovas said. The station plans to curtail its four-hour daily stereo service during September unless sponsors appear.

Next year, he said, the station plans to license manufacture of a new and revolutionary stereo system which he described as compatible with all existing fm receivers. WKFM built its own stereo transmitting gear, obtaining FCC type approval.

Cake eaters at the Mutual-WINS 'wedding'

Mutual and WINS New York celebrated the start of the station's affiliation with the network last Monday (Aug. 28) with a party. The center of attraction was a five-tiered cake served to guests, including several hundred agency account executives and media buyers. Lining up for a serving of the "wedding" cake are (l to r) Raymond Herzog, vice president of Minnesota Mining & Mfg. Co., MBS parent organization; Ted Steele, WINS general manager; Robert F. Hurleigh, Mutual president; Victor C. Diehm, owner of the Diehm radio stations and chairman of the Mutual Affiliates Advisory Committee and J. Elroy McCaw, president of Gotham Broadcasting Corp., owner of WINS.

NO ONE ELSE CAN MAKE THAT STATEMENT!

... JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CHANNEL 11 CBS

CBS for Seattle, Tacoma and Puget Sound area

Studios in Seattle and Tacoma

Cowles makes stock available to public

Cowles Magazines & Broadcasting Inc. filed with the Securities & Exchange Commission last week to offer 350,000 shares of common stock for public sale on an all-or-none basis. Proceeds from the issue will be used in part to expand Cowles' broadcasting and publishing holdings, the statement said.

The company, which publishes *Look* magaine, owns KRNT-TM-TV Des Moines, Iowa. It also puts out a weekly newsletter, *The Insider's Newsletter,* and owns 93.2% of the Puerto Rico company publishing the English-language *San Juan Star*.

Board Chairman and President Gardner Cowles owns 30.9% of the 2,300,326 shares of common stock outstanding and The Des Moines Register & Tribune Co. owns 17.3%.

Other publishing and radio-tv interests held by the Cowles family are not owned by CM&B and are not included in the stock statement.

Fetzer gives tower to National Music Camp

A 450-foot radio-tv tower has been donated to the National Music Camp, Interlochen, Mich., by Fetzer Television Inc., operator of WWTV (TV) Cadillac, Mich.

According to Dr. Joseph Maddy, president and founder of the camp, the tower would be erected to support the transmitting antenna of a new stereo fm educational radio station which will broadcast year-round. The camp operates only in the summer.

Fetzer Television is a subsidiary of Fetzer Broadcasting Co. (WKZO-AM-TV Kalamazoo; WJEF-AM-FM Grand Rapids; WWTV [TV] Cadillac, all Michigan, and KOLN-TV Lincoln, Neb.).

Tv code review unit interprets changes

Two technical interpretations covering the NAB Television Code language dealing with billboard announcements in prime time have been issued by the Tv Code Review Board.

E. K. Hartenbower of KCMO-TV Kansas City, code board chairman, said the interpretations were made because of inquiries about the board's June 14 reclassification of billboards as commercials for computing allowable time for commercial material, a reversal of past policy.

The new classification is effective Oct. 29. Under "Time Standards for Advertising Copy," the board made this clarifying statement "In prime time billboards as so defined shall be in-

Letting the public know, too

The Connecticut Assn. of Broadcasters announced last week it had decided to "editorialize"—that is, make public the positions it takes—on major issues involving radio-tv. Putting the decision into effect immediately, CAB President Sydney E. Byrnes of WADS Ansonia announced some of the organization's recent stands.

These included (1) a letter to NAB President LeRoy Collins expressing "concern" over FCC's proposed changes in application forms and logging requirements, and requesting that CAB be represented at forthcoming sessions between FCC and industry representatives; (2) another letter to Gov. Collins expressing "surprise" at learning through business publications that NAB was abandoning the Voice of Democracy contests, and reporting that Connecticut broadcasters intend to proceed with a new state-wide contest along similar lines; (3) a letter to Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, supporting Gov. Collins' position on Rep. Harris' bill to reorganize the FCC (HR-7333); and (4) endorsement of a similar and yet somewhat different Senate bill (S-2034) to reorganize FCC. The Senate bill has been passed by both Houses of Congress and has been sent to the White House for President Kennedy's signature, which would make it law.

cluded in the four minutes allocated to non-program material within a program." The language of paragraph 8, defining billboards, was construed to mean "all segments of the broadcast day."

The board also clarified language covering programs of less than a half-hour as follows: "In prime time, as defined in the above-described amendments, programs of less than one half-hour shall be considered to be a part of the half-hour period and may share the four-minute non-program material allocation. Thus, two quarter-hour programs would have two minutes each of non-program material. One station break between programs as described in the amendment shall be permissible within the half-hour period."

Media notes...

New agency ▪ WHLO Akron-Canton, Ohio, has appointed Taylor-Jessop, Akron, as its advertising agency.

NBC wins laurels ▪ The National Urban League will honor NBC Radio with a citation for its *Image Minorities* series today (Sept. 4) at the league's conference in Dayton, Ohio. Albert L. Capstaff, vice president, radio network programs, under whose supervision the series was developed, will accept the citation. The four-week series dealing with the history, problems and ambitions of minority groups in America, was broadcast on NBC Radio during the summer of 1959.

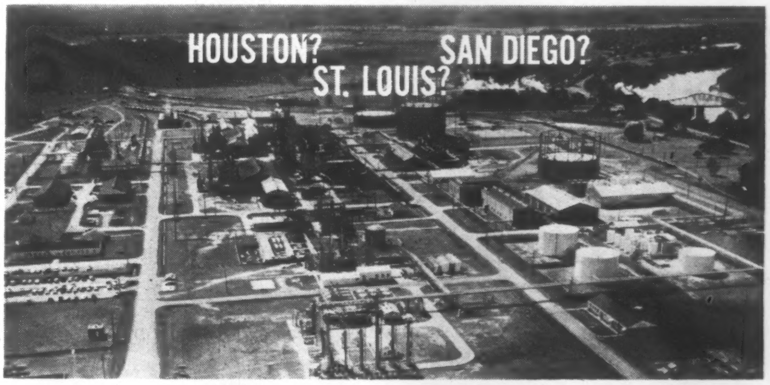
New location ▪ Jack Masla & Co. Inc., N. Y., station rep, has moved to 575 Madison Ave. New phone number is Plaza 2-6450.

MBS affiliates ▪ Four radio stations are scheduled to join MBS today (Sept. 4). They are WAUX Waukesha, Wis., WFMF Flint, WKHM Jackson and WJAN Ishpeming, all in Michigan. WKMF is owned by Knorr Broadcasting Corp. and WKHM by a Knorr subsidiary, Jackson Broadcasting & Tv Corp. WAUX is co-owned by Mig Figi and Charles E. Williams. WJAN is owned and operated by Tri-City Broadcaster Inc.

Goodwill contribution ▪ Travelers Broadcasting Service Corp., WTIC-AM-FM-TV Hartford, Conn., has made a $30,000 gift to the Connecticut Educational Television Corp. In informing the etv organization of the contribution, WTIC also offered to discuss the possible location of transmitter facilities for Hartford's new educational station on property owned by WTIC.

Bowling lanes ▪ WTVN (TV) Columbus, Ohio, has started construction of a two-lane bowling facility complete with studio audience seating. The project is expected to be completed this month. The station will begin telecasting local bowling events this fall.

Award ▪ Cecil Harrell, prominent New Mexico farm reporter, and KOB Albuquerque, N. M., were presented with service citations by the New Mexico Cattle Growers Assn. and the New Mexico Wool Growers Inc. for "service to the livestock industry by someone not directly in the industry." Mr. Harrell conducts a daily farm program on KOB.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Dixie Chemical Division, Commercial Solvents Corporation, manufacturers of agricultural, industrial chemicals and anti-freeze.

SAN JUAN BUY

Columbia Pictures expanding tv holdings

Columbia Pictures Corp. is ready to take its second step into tv station ownership it became known last week when it was reported that its subsidiary, Screens Gems Inc., New York, had just about completed negotiations to purchase WAPA-TV San Juan, P. R., for $1.8 million.

Formal announcement of the transaction was expected soon, after lawyers approved the contract terms.

The purchase includes a one-third ownership in WOLE-TV Aguadilla, P. R.

Columbia's station ownership expansion is said to be connected with the Screen Gems' plans to broaden its production facilities in foreign countries. The tv program syndicate firm recently completed arrangements to produce programs in Canada and is expected to utilize WAPA-TV studios to create programs for the Latin American market.

The negotiations' handled by R. C. Crisler & Co., have been conducted with the Winston-Salem Broadcasting Co. and the Goar Mestre family. Winston-Salem owns 80% and the Mestres 20% of WAPA-TV. Winston-Salem is the licensee of WTOB and now dark WTOB-TV in that North Carolina city and also is an applicant for ch. 8 there (It owns WSGN and holds a permit for ch. 42 in Birmingham, and KTHT Houston. It also owns 33⅓% of WOLE-TV. This interest is included in the Screen Gems transaction.

Columbia Pictures owns KCPX-AM-TV Salt Lake City, Utah, which it bought from Time-Life in 1959 for $3.1 million.

Norman Louvau, vice president and general manager of the Salt Lake stations, is slated to become general manager of the Puerto Rico tv outlets once the formal takeover is accomplished, following FCC approval.

WAPA-TV began operating in 1954 on ch. 4. Winston-Salem interests bought their 80% interest in 1957 for $360,000. WOLE-TV on ch. 12 went on the air last year.

Changing hands

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval*:

▪ WAPA-TV San Juan, P. R.: Negotiations near completion for sale by Winston-Salem Broadcasting Co. and Goar Mestre family to Columbia Pictures' subsidiary Screen Gems Inc., New York tv program syndication firm, for $1.8 million. Transaction includes one-third interest in WOLE-TV Aguadilla. See separate story, this page.

Radio holds lead

Radio's daily audience has exceeded tv's for the seventh straight week, according to Sindlinger and Co. surveys as reported last week by the Radio Advertising Bureau. Sindlinger research shows that for the week ended Aug. 11, radio out-pulled tv by more than six million people, 93,585,000 to 87,380,000. Radio's most popular time during the seven-week period, from June 30 through August 11, was the week of July 7 when it won an audience of more than 96 million, compared to tv's 86.4 million viewers, RAB reported.

▪ KWBA Baytown, Tex.: Sold by DeWitt Landis, C. O. Kendrick and David Worley to John H. Hicks Jr. and Edward L. Francis for $200,000. Messrs. Hicks and Francis own KOLE Port Arthur and WTAW Bryan-College Station, both Texas. Upon FCC approval, George Breeding, formerly with KOLE Port Arthur, will become vice president and general manager of KWBA. The Baytown station is on 1360 kc with 1 kw fulltime.

WFTL study classifies audience by occupations

A technique to determine radio audience composition, developed by Walt Dunn, president of WFTL Fort Lauderdale, Fla., employs write-in contests coupled with real estate and city directory information.

The contest respondents supply their names and addresses. The contest promotion is designed to reach a typical cross-section of the audience. The homes of respondents are checked against the records of the local board of realtors, for classification into four brackets of home values. From the city directory and real estate information, WFTL classifies the audience by occupations. For example, the 24-hour audience composition was found to be executive-proprietor 26%, white collar 51%, blue collar 16% and service 7%.

"An advantage of this method is the completely random sampling of listeners through the coverage area," Mr. Dunn said. "The occupational study made with the city directory was under the presumption the Fort Lauderdale residents responding to the contest would be typical of the metropolitan area. With variations the method can be used by any station to determine who its listeners are and what they prefer in programming."

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We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets . . . and are further protected by our reputation for reliability!

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KTTV (TV) covers anti-communist rally

KTTV (TV) Los Angeles pre-empted its prime time programming four nights last week to present complete coverage of the evening sessions of the Southern California School of Anti-Communism from the Los Angeles Memorial Sports Arena. More than 11 hours of key night programming gave way to the Monday-through-Thursday telecasts.

The series was sponsored by the Richfield Oil Corp. as a public service (through Hixson & Jorgensen). No "sell" commercials were presented.

KTTV reported its switchboard was swamped with calls through the week. Of the 600 daily calls, only 13 to 15 objected to the telecasts, most disapproving the cancellation of favorite shows, KTTV said, although a few accused the telecasts of being "fascist" inspired.

The series received thorough press coverage and Mayor Samuel Yorty congratulated the station. The Los Angeles city council commended KTTV and Richfield.

Sponsored by a committee of 3,000 leading Southern California citizens, the week-long anti-communism school was the largest single demonstration of anti-communism ever held in the area, KTTV reported.

KTTV also made last-minute arrangements for the appearance of Rep. Walter Judd (R-Minn.) by large-screen closed circuit television. Rep. Judd, scheduled as the featured speaker Thursday night, was detained in the capital. KTTV arranged with WMAL-TV Washington to originate a special pickup of Rep. Judd which was fed over ABC-TV lines to the Los Angeles arena.

New rep firm in Boston

New England Spot Sales and George C. Bingham, formerly of the Boston office of Walker-Rawalt Co., last week announced the formation of a new station representative firm, retaining the name New England Spot Sales.

In the new operation, Mr. Bingham becomes president and Charles Bell Jr., with the previous firm is appointed vice president. The new firm will continue to service the properties previously represented by the individual firms.

The rep will make its headquarters at 100 Boylston St., Boston. Telephones: Hubbard 2-4370 and Hancock 6-2920.

WTVI (TV) to start Sept. 10

WTVI (TV) (ch. 19) Fort Pierce, Fla., is scheduled to begin operating Sunday (Sept. 10). It is owned by Atlantic Broadcasting Co. (Theodore M. Nelson, president) and will be represented nationally by Bolling Co., New York.

Thanks from Surgeon General

ABC's six owned-and-operated radio stations last week were presented a special citation from the Surgeon General of the U.S. Public Health Service, Dr. Luther L. Terry (right), for the stations' summer campaign aimed at eliminating paralytic polio by encouraging vaccination. Stephen C. Riddleberger, vice president for ABC o&o stations, accepted the award in Washington last Wednesday (Aug. 30). ABC's owned and operated stations are: WABC New York, WLS Chicago, KQV Pittsburgh, KABC Los Angeles, WXYZ Detroit and KGO San Francisco.

EXCEPTIONAL QUALITY BUYS

LOUISIANA—Daytime radio station grossing approximately $75,000.00 annually. Available to qualified buyer for $100,000.00 on basis of $30,000.00 down and balance out over eight years. ***Another H&L Exclusive.***

WEST—Profitable major market daytimer with good gross sales and cash flow record. This facility has superior fixed assets and services beautiful, growing marketing area. Priced at $350,000.00 on long terms. ***Another H&L Exclusive.***

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'International Hour' was success—Jones

CBS-OWNED OUTLETS CONTINUE SERIES NEXT YEAR

An experiment in programming tv shows produced overseas as a showcase series in this country apparently has proved itself to the five tv stations owned by CBS.

This past summer—starting in New York on WCBS-TV June 14, and on other dates in other cities—the *International Hour* (running for a period of 12 weeks) highlighted specially selected foreign programs for daytime viewing.

Merle S. Jones, president of the CBS Television Stations Division, last week said the program series appears to be successful and will continue next summer.

At one time, all five of the CBS-TV stations—WCBS-TV, KNXT (TV) Los Angeles, WCAU-TV Philadelphia, WBBM-TV Chicago and KMOX-TV St. Louis—telecast one of the programs in prime time, pre-empting the network's *Gunslinger* at 9-10 p.m. The episode was the taped "Sir Thomas Beecham Presents Lollipops," initially set by most of the stations for a Sunday daytime hour.

The shift to prime time was made to assure the program a "wider viewing audience."

Shows Continue ▪ Mr. Jones (who appeared on tv at both the beginning and end of the series) revealed that CBS stations have discussed carrying an *International Hour* festival block of 4-5 hours in a single day or at night (perhaps overlapping from the afternoon into early non-prime-time evening periods). The festival would feature new programs on the stations before the start of the fall season.

In the meantime, the CBS stations division is looking ahead to the time when an hour may be set aside weekly on a year-round basis for foreign tv programming. For this, however, the stations would need to set up a system on a really international basis: programs released from foreign countries would be shown on the stations, and the division would act as a clearing house, bicycling the shows to the various countries participating.

As it is established now, the *Hour* is part of an exchange program. Each of the contributing countries in return for its participation was provided with *The American Musical Theatre* produced at WCBS-TV in New York.

Among the contributions this year: three programs from the Canadian Broadcasting Corp.: "Pineapple Poll," a ballet performed by the National Ballet of Canada, the Beecham program, and "Music in the Walls," an original tv drama; a one-hour original tv drama, "Outpost," from the Australian Broadcasting Commission; a one-hour presentation featuring the NHK Symphony Orchestra from NHK (Japanese government broadcasting firm); a murder mystery and another play from Associated Rediffusion (England), and various programs from Sweden, Denmark and Mexico.

Overseas Soundings ▪ The idea of the new one-hour show originated from talks between Mr. Jones and overseas broadcast executives during the former's trip abroad last November. (At that time, he asked Australians whether they would be interested in receiving a program series such as *Musical Theatre,* and received an enthusiastic "yes").

As for *International Hour,* Mr. Jones notes that both the Dept. of State and the U. S. Information Agency feel the series promotes international understanding and good will.

And while the series certainly is not among the top-rating shows on the stations, it is arousing sharp interest ad building certain audience segments, Mr. Jones said. As for the eventual outcome of the international exchange programming, Mr. Jones looks hopefully toward the time when the programs can be sponsored—thus assuring them stability on the airwaves in this country.

1

United Press International news produces!

Storer unit acquires 'Men of Destiny' series

Storer Programs Inc., Storer Broadcasting Co.'s newly formed program distributing and producing subsidiary, has acquired sole ownership and distribution rights to *Men of Destiny,* a tv series held by Pathe News, producer of the series, and Windsor Productions of New York. The series has never been shown on television.

The series on the lives and times of outstanding personalities who helped shape political, cultural, social, military and scientific patterns of the world today will be made available to stations on an exclusive city-by-city basis and may be purchased as a library item as well as a program-by-program series.

Men of Destiny features Bob Considine as program host. Among the 130 famous people whose careers are described are former President Eisenhower, Nikita Khrushchev, Adolph Hitler, Babe Ruth, Charles Lindbergh, Charles De Gaulle, Theodore Roosevelt, Ty Cobb and Lou Gehrig.

Storer Programs also owns and distributes the tv series titled *Divorce Court.*

NTA announces exchange of $1 million in notes

National Telefilm Assoc. New York, announced last week that the 750 holders of approximately $1.4 million outstanding 6% sinking fund subordinated notes of NTA are now being offered an opportunity to exchange up to $1 million of the old notes for equal amounts of a new issue of 6½% notes. The exchange of notes will be conducted through Sept. 14 by the corporate trust division of Bankers Trust Co., New York.

Leonard Davis, NTA chairman, said the new notes, unlike the old ones, may be converted to NTA common stock at the rate of $2.50 for each share of stock in exchange for each note. The new notes also are senior to $4,628,747 of notes due Aug. 1, 1975, which were issued by NTA to National Theatres & Television Inc., largest shareholder in NTA. The old notes are subordinate to NTA's indebtedness to NT&T.

NCAA games to run Sept. 16 to Dec. 2

National Collegiate Athletic Assn. football telecasts will begin Saturday, Sept. 16, on ABC-TV. Ending Dec. 2, the 13 telecast dates involve 35 colleges in a total of 23 games. On eight of the dates, one game will be presented nationally and on five Saturdays three games will be aired regionally—an increase of one regional date over last year.

Sponsors for the 1961 NCAA tv schedule are Gillette Safety Razor Co., through Maxon Inc.; Humble Oil & Refining Co., represened by McCann-Erickson Inc., and R. J. Reynolds Tobacco Co., via William Esty Co.

The complete schedule follows:

Sept. 16—Pittsburgh at Miami
Sept. 23—Arkansas vs. Mississippi at Jackson, Miss.
Sept. 30—Oklahoma at Notre Dame
Oct. 7—Iowa at Southern California
(If San Francisco Giants are in the World Series, another game will be selected for telecasting)
Oct. 14—Michigan State at Michigan
Oct. 21—Syracuse at Penn State; Tennessee at Alabama; So. California at California.
Oct. 28—Ohio State at Wisconsin
Nov. 4—Dartmouth at Yale; Michigan State at Minnesota; Missouri at Colorado.
Nov. 11—Minnesota at Iowa; LSU at North Carolina; Wyoming at New Mexico.
Nov. 18—Oklahoma vs. Army at New York City; Illinois at Wisconsin; North Carolina at Duke.
Nov. 23—Texas at Texas A&M
Nov. 25—Syracuse at Boston College; Ohio State at Michigan; Washington State at Washington.
Dec. 2—Navy vs. Army at Philadelphia.

'Planet Earth' series taken by seven stations

The National Academy of Sciences, Washington, announced last week the availability of Planet Earth, a series of 13 films dealing with man's physical environments from the core of the earth to cosmic space.

Already seven stations—KNXT (TV) Los Angeles, WCAU-TV Philadelphia, WMAL-TV Washington, WHDH-TV Boston, KMOX-TV St. Louis, KPRC-TV Houston, WBEN-TV Buffalo—are showing or have made definite committments for its showing. Cost for the series varies according to the market. Paul Kramer, National Academy, who is in charge of its distribution, said that a major market station could secure the series for about $4,500. A plan is being worked out for smaller stations to obtain it on a rental basis.

The film is 27 minutes in length and is available either in color or black and white.

More information concerning *Planet Earth* is available by writing to Paul Kramer, National Academy of Sciences, 2101 Constitution Ave., Washington, D.C. Telephone: Executive 3-8100.

20th-Fox dividend comes from studio sale

Thanks to income from the sale of some studio property, Twentieth Century-Fox Film Corp. stockholders still have something to smile about.

The motion picture and tv film maker reported last week a substantial decline in operating income (due to unprofitable production activities), although its net income was higher than during a like period last year. Fox's operating income was $12,326 for the first six months of 1961, as compared to $2,628,576 during the first half of 1960. A $25.7 million sale of studio property saved company stockholders from a completely dividendless period. As it was, Fox announced that for the first time it's switching to a 2% semiannual stock dividend, payable in March and September, rather than the policy of 40-cent quarterly cash payments on common shares in effect since 1954. The new policy will remain until production income increases, authorities said.

Jayark files to offer $432,500 stock issue

Jayark Films Corp., New York, is seeking public funds to finance the production of two tv series, *Hollywood Hist-O-Rama* (a series featuring short clips from famous movies) and *Laurel & Hardy* (cartoon versions of the movie team's adventures).

The company last week filed at the Securities & Exchange Commission a plan to offer 72,000 shares of common stock, 22,000 shares being sold by the present holders. Jayark estimates the issue will bring in $432,500 to finance the series.

Jayark, which finances but does not produce tv series, is primarily engaged in distributing tv series and motion pictures in the U. S. and abroad. In its SEC filing, Jayark claims that one or more of its series were on television in each of 168 markets during August. In addition to *Bozo the Clown* and *Cartoon Storybook* series, Jayark leases 57 movies—50 post-1950 features and 7 pre-1950.

Jayark's recent growth is reflected in

War is Hell

But the buying climate in the growing Greenville-Washington Market is HEAVENLY. WITN and WNCT dominate this market's 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Avails and details are yours for the asking.

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7
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"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

its most recent financial statement: net profit for the year ended May 31, 1961, was $175,252 (60 cents per share) against $77,852 (27 cents per share) for the comparable 1960 period. Film rentals for 1961 were $1,175,632 compared with $1,105,212 for 1960 and gross profit was $737,935 in 1961 and $565,539 in 1960.

The company's capitalization is approximately $2 million. There are 290,000 shares of common stock outstanding, of which President Reuben R. Kaufman and his wife own 219,125 shares. The Kaufmans are selling 14,500 of their shares in the current issue.

Mr. Kaufman drew an annual salary of $31,200 in 1961; under his contract this sum increased to $41,600 Sept. 1 and goes to $52,000 Aug. 31, 1965.

CBS-TV sets new Webb series

Jack Webb and Mike Meshekoff, partners in the tv *Dragnet* series, for which they filmed 175 segments, have signed a co-production deal with CBS-TV for their Mark VII Production Co. to produce a new hour-long anthology series, *True,* to be based on stories from *True* magazine.

The pilot will be produced in November at Republic Studios where Mark VII is headquartered. Mr. Webb will be star and director and will narrate and Mr. Meshekoff will be producer.

TvQ's top ten for August by market size

Rank	Program	Total Audience TvQ*	Over 2,000,000 TvQ*	500,000-2,000,000 TvQ*	50,000-499,999 TvQ*	Urban less than 50,000 TvQ*	Rural TvQ*
1	Bonanza (NBC)	50	41	52	56	55	54
2	Real McCoys (ABC)	45	37	45	52	48	48
3	My Three Sons (ABC)	43	41	47	50	39	39
4	Gunsmoke (CBS)	42	34	40	45	40	51
4	Wagon Train (NBC)	42	37	36	43	44	52
6	Flintstones (ABC)	41	41	44	45	36	40
7	Perry Mason (CBS)	40	37	43	37	40	43
8	Rawhide (CBS)	38	29	37	37	42	46
9	Route 66 (CBS)	37	32	40	37	39	40
10	Candid Camera (CBS)	35	32	40	38	35	34
10	CBS Reports (CBS)	35	29	41	35	41	33
10	Checkmate (CBS)	35	31	44	39	32	30
10	Father Knows Best (CBS)	35	35	34	41	35	33
10	Rifleman (ABC)	35	30	33	37	33	41
10	Robert Taylor-Det. (ABC)	35	35	37	36	36	30
10	Thriller (NBC)	35	36	37	38	32	31
10	Untouchables (NBC)	35	35	36	35	33	32
10	Disney Presents (ABC)	35	32	36	38	33	36

*Percentage of viewers familiar with a show who consider it "one of my favorites."

FOUR STAR ENTERS SYNDICATION, LIVE

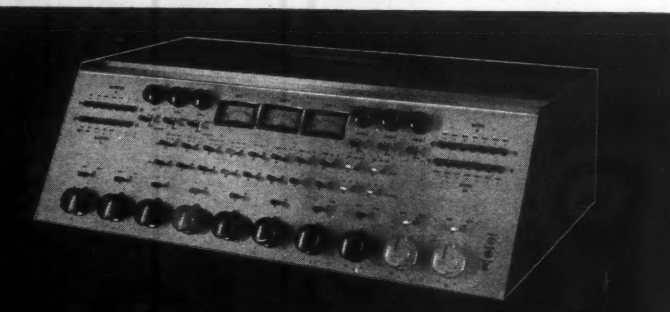
Buys 'McCoy,' 'Daddy' rights, signs deal for live tv

Four Star Television, a major producer of tv network first-run film series, is expanding into syndication and live programming. In two moves last week, the Hollywood company purchased the outstanding stock of Marterto Productions Inc., owned by Danny Thomas and his wife, and formed an association with Merrill Heatter and Robert Quigley to create, and produce live tv shows.

The Marterto stock purchase for "well in excess of $1 million," includes the 90 half-hour films of the Danny Thomas show, *Make Room for Daddy* (ABC-TV and CBS-TV) and less than 50% production interest in future episodes of *The Real McCoys* (ABC-TV) and in the 146 half-hour films of the comedy series already shown. There is no indication Four Star will have any rights to future episodes of the Danny Thomas program. Neither will the company have any interest in the Danny Thomas-owned Marterto Enterprises which controls *The Andy Griffith Show* (CBS-TV) and two new fall entries, *The Joey Bishop Show* (NBC-TV) and *The Dick Van Dyke Show* (CBS-TV).

Four Star currently is forming its own sales staff to handle the sale or syndication of its stockpile of *McCoys* and *Daddy* films. The production company also has a substantial backlog of its former network programs, which could conceivably be put into syndication.

Four Star's move into live tv production ensued from its acquisition of Heatter Quigley Enterprises and Heatter Quigley Productions Inc., New York. Mr. Heatter and Mr. Quigley currently are responsible for two live CBS-TV afternoon game shows, *Video Village* and *Double Exposure.* On Sept. 30 a children's version of the former—*Video Village Jr.*—becomes a Saturday entry on CBS-TV. Messrs. Quigley and Heatter will be based at Four Star's Hollywood offices and will create taped



STEREO 3-CHANNEL CONSOLE

ITA
WHERE
Quality
COUNTS

ITA's stereo 3-channel console is your best buy for broadcasting and recording. Two channels used for stereo—the third for duplicate AM service. Quality features include 35 inputs at all levels . . . ultra-linear gain controls . . . remote control and automation provisions . . . 3 independent channels . . . cue, monitor, AGC and talk-back amplifiers built-in.

ITA . . . for the best in quality broadcast equipment.

ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

ITA

and live programs for both daytime and nighttime scheduling.

Four Star President Dick Powell and Executive Vice President Thomas J. McDermott said the moves are part of the production company's diversification plans which will extend into all areas of tv programming. Besides the Danny Thomas program and *The Real McCoys,* Four Star will have six film series on network tv this coming season. They are: *The Dick Powell Show* (NBC-TV), *Captain of Detectives* (NBC-TV), *Mrs. G. Goes to College* (CBS-TV), *The Rifleman* (ABC-TV), *Rawhide* (CBS-TV), and *Target: the Corrupters* (ABC-TV).

Film sales...

Films of the 50's Vol. II (Seven Arts Associated): Sold to WTVJ (TV) Miami; WLOS-TV Asheville, N.C., and WWL-TV New Orleans. Now in 43 markets.

191 Looney Tune Cartoons (Seven Arts Associated): Sold to KBAK-TV Bakersfield, Calif., and KCPX-TV Salt Lake City, Utah. Now in 11 markets.

The Beachcomber (Filmaster): Sold to WTOP-TV Washington, D.C.; WJXT (TV) Jacksonville, Fla.; WLWT (TV) Cincinnati; WIWC (TV) Columbus; KLZ-TV Denver; WFBM-TV Indianapolis; WRCV-TV Philadelphia; WAGA-TV Atlantia; KXTV (TV) Sacramento, and WBAL-TV Baltimore. Now in 107 markets.

Program notes...

Office switch ▪ Film Producers' Assn. of New York has moved its offices to 165 W. 46th St., zone 36. New phone is Circle 5-2545.

All about presidents ▪ *Portrait of a President,* a series of 15-minute radio interviews with foreign heads of state, is being taped by International Broadcasting System, N.Y., for U.S. syndication. IBS said stations in 25 markets have agreed to carry the package, which is being offered for sponsorship as public relations promotion to companies doing business in the countries represented.

Extend production ▪ The British Broadcasting Co. has announced that it will film another 39 episodes of *The Third Man,* adventure series syndicated in the U.S. by NTA. Budweiser Beer, sponsor of the show in about 150 markets, will also sponsor the new films.

Radio rights acquired ▪ Al Petker/Personality Scope Co., Beverly Hills, Calif., has acquired world-wide radio rights to *Ripley's Believe It or Not* from Ripley Enterprises, New York, and will start production within the next couple of weeks with the five-minute, five day per week recorded show. Art Baker will narrate. *Believe It or Not* will be produced as the fifth in the Petker *Celebrity Five* series.

Dividend ▪ Trans-Lux Corp., N.Y., has declared a 10 cent per share regular quarterly dividend to be paid Sept. 29 to stockholders of record as of Sept. 15.

Travel films ▪ A series of 26 black and white travel films designed for television has been released by Peak Productions Ltd., Phoenix, Ariz. The series, entitled, *Faraway Places,* features outstanding scenic films of more than 50 foreign countries. Distribution is being handled by the Danley Distributing Co., that city.

A Look At America ▪ "The Plight of Pepito," an episode portraying the problems of the Cuban exiles in south Florida recently shown on *FYI Report* on WTVJ (TV) Miami, has been selected for showing on WTTG (TV) Washington's *A Look At America* series. The WTTG series features outstanding public affair programs produced by various U. S. tv stations. (BROADCASTING, May 29).

Firm founded ▪ Actor Jack Lemmon has joined forces with producer-directors Blake Edwards and Richard Quine and talent executive Max Arnow in the formation of Artists & Production Associates to produce motion pictures and television shows. The new firm will headquarter at 650 N. Bronson Ave., Los Angeles. Telephone: Hollywood 6-3111.

Expansion ▪ Don Howard Personnel Inc., New York, has opened a new branch at 274 Madison Ave., with one department dealing exclusively in radio-tv executive and personnel placement. The department is under Bill Ashworth, formerly with United Artists Associated and Storer Broadcasting Co. and before that with WDVA Danville and WSLS Roanoke, both Virginia. The branch will include specialists in advertising, publishing, travel and industrial sales placements as well as all areas of radio-tv broadcasting, selling, production and distribution. Telephone: Lexington 2-8300.

NORAD visit ▪ ABC News' *Issues & Answers* will take its cameras into the nerve center of NORAD (North American Air Defense Command) for a special documentary report on Sun., Sept. 10 (ABC-TV, 3-3:30 p.m. EDT; ABC Radio, 8:30-855 p.m.).

Password is . . . ▪ *Password,* a new daytime game program testing guest celebrities and members of the audience on their word skill, makes its debut on CBS-TV Mon., Oct. 2 (Mon.-Fri., 2-2:30 p.m. EDT). Host will be Allen Ludden.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Sept. 4-8, 11-13 (10:30-11 a.m.) **Play Your Hunch,** part.

Sept. 4-8, 11-13 (11-11:30 a.m.) **The Price Is Right,** part.

Sept. 4-8, 11-13 (12:30-12:55 p.m.) **It Could Be You,** part.

Sept. 4-8, 11-13 (2-2:30 p.m.) **The Jan Murray Show,** part.

Sept. 4-8, 11-13 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Sept. 4, 11 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Sept. 6, 13 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman Craig & Kummel.

Sept. 5 (10-11 p.m.) **The Margaret Bourke-White Story,** Purex through Edward Weiss.

Sept. 6, 13 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Sept. 7 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Sept. 8 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Sept. 9 (9:30-10 a.m.) **Pip The Piper,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 9 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Sept. 9 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 9 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Sept. 9 (5:30-7 p.m.) **National Singles Tennis Championships,** N. Y.

Sept. 10 (5:30-7 p.m.) **National Singles Tennis Championships,** N. Y.

Sept. 10 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Sept. 10 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Screen Gems, DHB sign to produce tv series

Screen Gems Inc., New York, announces a co-production arrangement with DHB Inc., New York, a new program comedy tv series employing an animation process created by DHB.

An SG spokesman said DHB has perfected a process called Tri-Cinemation by which life-like dolls can be made to move—on film—like human beings, down to precise details. DHB will make the dolls and handle the physical filming of the program. The details will be announced later.

Screen Gems also plans to use Tri-Cinemation for information and educational programs. SG has been active in animated programming for tv since an agreement with Hanna-Barbera Productions in 1957.

DHB Inc. is headed by Christos Diatsintos, Albert Hecht and Robert Brahm.

Big color tv rise seen by RCA's Burns

A prediction that the color television industry will reach $200 million in revenue in 1962 was made by John L. Burns, RCA president, last Wednesday (Aug. 30).

Mr. Burns, who spoke at a dinner given in his honor by RCA dealers in Los Angeles, said this total, which includes set sales, servicing and broadcast revenues, should rise to $4.3 billion by 1970. He added that the anticipated $3.2 billion volume of black-and-white business by 1970 means "a total industry figure amounting to $7.5 billion."

For many dealers and distributors, he said, color has overtaken and topped the dollar volume for black-and-white. He said color tv in 1960 reached more than $100 million, a level attained in six years.

Speaking on the same program, W. Walter Watts, RCA group executive vice president and president and board chairman of the RCA Sales Corp., told dealers they have three advantages in selling color tv receivers this fall: "a proven, highly reliable receiver; a real, hard-hitting advertising and promotion campaign and a greatly expanded color schedule."

Don Durgin, NBC vice president for television sales, outlined the television network's color plans for the 1961-62 season. He said NBC-TV will program more than 40 hours a week in color, starting in September, and that the prime-time color schedule for 1961 represents a 62% increase over last year.

Mr. Durgin announced that special "color nights" will be held on Oct. 4, Nov. 1 and Dec. 6 with 3½ hours of color programs will be telecast on each night, permitting tv dealers to offer in-store and home demonstrations on these dates.

UP
Goes the Power
UP
Goes our Already Large Audience
KPOL
Delivers More Again
—the greatest buy Per 1,000 in Los Angeles.
Soon
50,000 Watts
and
100,000 Watts
for the Twin KPOL AM and FM Stations

For all the facts, call WEbster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Blvd., Los Angeles 5, Calif.

Represented by
Paul H. Raymer Co.

CBS Radio places NetALERT in service

CBS Radio's two-year development of NetALERT, a new system of signaling between a radio network and its affiliates, was climaxed last week when system, first announced and demonstrated at last year's convention of CBS Radio Affiliates (BROADCASTING, Oct. 3, 1960), went into effect Sept. 1.

It was developed for CBS Radio by CBS Labs and all the network's 206 affiliated stations in continental U. S. have installed the equipment. NetALERT reportedly makes it possible for stations, on or off the air, to be instantaneously alerted to receive news bulletins, on-the-scene news coverage, and national emergency announcements. In addition, the system is said to be capable of alerting key station personnel in their homes when the stations are off the air.

Davidson M. Vorhes (l), vice president in charge of operations, confers with Arthur Hull Hayes (r), CBS Radio president, on the installation of NetALERT equipment for the network's affiliated stations.

De Forest's widow seeks royalties on inventions

Efforts to recover royalties on some of the more than 100 patents granted the late Dr. Lee De Forest are being made by Los Angeles attorney Morris Levine on behalf of the inventor's widow, former actress Marie Mosquini. Dr. De Forest, 86, died at his Hollywood home on June 30 (BROADCASTING, July 10). His will showed his income limited to a $1,200 check received monthly from Bell Telephone Laboratories for which he was a consultant.

The attorney said he is looking into the possibility of recovering something on the various inventions, but it will take time to explore just what the contract rights are. The inventor of the three-element vacuum tube which made possible the development of radio and tv broadcasting, Dr. De Forest sold, leased or optioned rights to some of his best inventions at sometimes ridiculous prices, according to Mr. Levine.

EIA's Sprague urges quota on imports

Electronic imports from Japan have a direct bearing on unemployment in the U. S., Robert C. Sprague, Sprague Electric Co. board chairman, has informed Congress.

In a statement filed last week with a House subcommittee on employment, Mr. Sprague urged some sort of quota system for imports on a sector-by-sector basis. Unemployment attributable to foreign competition has been largely local and restricted to companies, most of them small, which have been "hardest hit by imports from low wage countries," Mr. Sprague reported. The belief that American technology can be counted to overcome low-wage foreign imports is erroneous today, he added, because Japanese electronic manufacturing is highly modern and automated —with wage scales one-fifth those in the United States.

The Sprague statement was submitted in behalf of Electronic Industries Assn. Mr. Sprague is chairman of EIA's Imports Committee.

Moon probers to carry tv

Tv cameras will be included in four additional Ranger rockets so pictures of moon-impacts can be transmitted back to earth, the National Aeronautics & Space Administration said last week in reporting that the current unmanned moon-landing project has been increased from five probe vehicles to nine. The tv equipment will be designed for "high resolution" television, it was announced, although the extent was not indicated. The negotiations are with RCA's Astro-Electronics Division. The tv-carrying Rangers are expected to crash on the moon and the tv pictures will enable scientists on earth to watch the landing before the rocket and its cameras are smashed by the landing impact. Later Rangers will carry devices to slow down descents to permit "soft" landings. The moon probes are scheduled for late in the 1960s or early in the 1970s.

ITA's uhf translator uses Klystron tubes

ITA Electronics Corp., Lansdowne, Pa., last week announced a new line of uhf television translators emphasizing simplicity by use of the Klystron power amplifier.

Single Klystron tubes are used in the 15-kw and 30-kw transmitters while two 30-kw amplifiers are combined to produce a 60-kw transmitter.

According to ITA, deliveries can be expected to start early in 1962; several of the first production units are scheduled for shipment to existing uhf stations. The prices for the new units: $99,500 for 15 kw; $139,000 for 30 kw; $179,000 for 60 kw.

Technical topics...

Four-day event ▪ The National Electronic Parts Distributors Show for 1962 has been expanded to a four-day event and will be held at Chicago's Conrad-Hilton Hotel next May 21-24, it was announced last week by Kenneth C. Prince, manager of Electronic Industry Show Corp. Major format change includes first day devoted exclusively to manufacturer-distributor conferences. Warren Stuart, Belden Mfg. Co., Chicago, has been elected president of the show for next year.

Tv home theatre ▪ Kane-Mark Corp., N.Y., is national sales representative for a tv receiver which projects a 38x54-inch picture on a home movie screen. Called "Telerama," it's made by Saba Electronic Corp. of West Germany and is selling at $1,000. The unit is on rollers and has remote control. It also will be demonstrated at "Electrical City, U.S.A." Electrical appliances consumer exposition at New York's Coliseum, Oct. 21-29.

Static starter ▪ To protect sensitive microphones in television studios and on movie sets from motor start and stop noises, the static starter, a new motor starter, has been developed by the Westinghouse Electric Corp., New York, with no moving parts. The silent feature was accomplished with a Westinghouse-developed, silicon-controlled rectifier as the main power switch.

'Studio One' bulb ▪ Westinghouse Electric Corp., one-time sponsor of CBS-TV's *Studio One,* has introduced the Studio One camera light, which employs a "sealed beam type" bulb, for use in photography and television studios. The bulb is said to produce approximately the brightness of the bar light, which consists of four standard 300 w flood lamps. Manufacturer's suggested list price for the camera gun is $21.95 with replacement bulbs set at $5.45.

New transmitter ▪ Collins Radio Co., Cedar Rapids, Iowa, has announced that its recently-introduced 1000/500/250 w 20V-3 am transmitter is being installed at KSJM Sikeston, Mo.; KVET Austin, Tex.; WLBC Muncie, Ind., and WMFJ Daytona Beach, Fla.

Diode tester ▪ The Micromodular Components Div. of Ling-Tempco Electronics, Anaheim, Calif., announces the availability of a new diode tester, providing, according to the company, speed, reliability, simplicity, and economy. Test factors include breakdown voltage, noise, stability, reverse leakage, zener impedance and breakdown characteristics. The bench model is 16.75 x 21.5 x 19.5 inches. It is priced at $1,425 and is available 30-60 days after receipt of the order.

Report available ▪ Research report on problems encountered in mounting fm antennas on various supporting structures and their resulting radiation patterns is being offered free on request by Collins Radio Co., Cedar Rapids, Iowa. Paper was prepared by John B. Caraway, president of Electronic Research Inc., Evansville, Ind., and William A. Kennedy, head of Collins antenna department.

INTERNATIONAL

CANADIAN AD CONTENT

CAB brief says many stations would lose money under presently-proposed narrow restrictions

How much advertising content Canadian stations should be allowed was a major problem discussed at the public hearings of the Board of Broadcast Governors at Ottawa which started Aug. 22. The BBG is revising radio regulations and wants stations to be limited to 20% advertising content over the day, with maximum of 30% in any one hour.

Canadian Assn. of Broadcasters said in a brief that such daily regulation would mean losses for many stations, and suggested that the yardstick be one week.

"We suggest that the limit for any one day be set at 25% with the clock hour maximum remaining at 30%. Thus the weekly advertising content would not exceed the ceiling that the BBG now is prepared to authorize. Yet, stations would be better able to accept casual business and meet the heavier demands of certain periods."

CAB explained that Thursdays and Fridays are the heaviest shopping days in most areas, and that advertisers concentrate more of their radio activity in this period. The brief also pointed to the flexibility of radio advertising, and said that after advertisers use radio to move perishable merchandise quickly, to boost a slow day during a sales event, to meet unexpected competitive activity, to stimulate buying during special seasons, and for several other reasons. Emphasized was the placing of radio advertising the day and even the hour of the broadcast. Under a daily requirement such as outlined by the BBG, much advertising could not be taken and elaborate bookkeeping would have to be set up to determine quickly if last minute advertising could be carried.

Daytimers ▪ CAB also pointed out that the proposed regulations made no special provisions for daytime stations. During certain seasons these can operate ten hours or less daily. With a number of such daytime stations in small markets, the CAB suggested that no additional restrictions be placed on them insofar as hourly advertising percentage is concerned.

The proposed BBG radio regulations include provisions for quarter-hour, half-hour and one-hour programs. CAB said radio's format has changed drastically with the advent of television and there are only a few sources of such program material available in North America today. To bring back the former days of radio programming was felt to be "nostalgic nonsense." People will not listen to programs of a type they can see on television, the CAB explained. And for Canadian stations in small communities to be required to produce such programs with live or Canadian talent would be impossible. Such talent is only available in the larger centers. The CAB is working on a program exchange which will make Canadian content programs available between member stations.

Noting that broadcasting gets the most attention as regards advertising abuses which are common to other advertising media, CAB asked those in authority to remember that regulations cannot require an advertiser to sponsor programs if he prefers spot announcements, that audiences can't be required by law to listen to programs of value, that housewives can't be regulated into a shopping pattern that would make each day of the week equally attractive to advertisers.

The brief also reported on the work of Canadian stations in promoting Canadian programs and talent over the past year and their help in leading young Canadians into careers in broadcasting.

The BBG also heard from labor organizations and talent groups, the former asking for even stricter regulations on advertising content, and the latter presenting differing opinions as to French and English-language talent development. The French-language talent group felt not enough Canadian talent is being employed, the English-language group appealed for cooperation between stations and talent groups rather than government regulations for the development of Canadian talent.

Canadian Broadcasting Corp.'s President Al Ouimet said CBC generally approves the proposed regulations, but he asked clarification on some technical points and the limitation of temporary networks to 30 days.

CFTO-TV sale hearing deferred till Sept. 25

The Canadian Board of Broadcast Governors has deferred to Sept. 25 an application by CFTO-TV Toronto to sell 25% of its shares to American Broadcasting-Paramount Theatres for an undisclosed sum. The announcement of deferment Monday follows several days of closed hearings last week at Ottawa with John Basset, station chairman, and J. Coyle of American Broadcasting. CFTO-TV has been given till Sept. 25 to find Canadian financing on terms as favorable as those offered by AB-PT. The BBG will approve a sale to U. S. interests if no Canadian financing is found by that time. The stock offered is part of that owned by Joel Aldred, station president, who has had management differences with Mr. Basset. The BBG announcement said CFTO-TV has lived up to all its commitments and needs additional capital.

Overseas tv sets

The number of television sets in operation outside the U.S. has exceeded 50 million, John G. McCarthy, president of Television Program Export Assn., announced last week. He noted that this figure is within three million of the 53 million sets currently in use in the U.S.

Among the markets making up the total of 50 million, Mr. McCarthy said, are: United Kingdom, approximately 12 million; Japan, 8 million; West Germany, 4.8 million; Canada, 4 million; Italy, 2.5 million; France, 2 million; Scandinavia, 1.6 million; Brazil, 1.2 million; Australia, 1.2 million, and the U.S.S.R., 8 million.

Sponsor restriction up for BBG airing

A requirement that sponsors of imported television programs also use an equal amount of Canadian-produced programs was proposed by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, at the Ottawa public hearings on Aug. 22. Dr. Stewart said the BBG will meet with national advertisers and advertising agencies on the subject during September.

Dr. Stewart also hinted at possible penalties for Canadian advertisers who use U. S. border television stations when Canadian stations are available. He hinted at this when Lloyd Moffat, president of CKY Winnipeg, being questioned on his application for an fm station license, pointed to plans of KCND-TV Pembina, N. D., to invade the Winnipeg market with its newly increased power. Mr. Moffat said there are already six radio and three television stations in the Winnipeg area to compete for the Winnipeg advertising dollar. Dr. Stewart asked him if he thought Canadian advertisers using U. S. border stations should be penalized through disqualification of their advertising expenditures under income tax law. This was suggested recently by the Royal Commission of Publications in the magazine field. Mr. Moffat said he had not thought about the problem in this way.

Requiring network advertisers to buy equal shares of imported and Canadian-produced programs has been a policy of the Canadian Broadcasting Corp. since the advent of Canadian television in 1952. The entry of a second Canadian television network, CTV Television Network this fall, and ensuing competition for advertisers, has forced the CBC to accept more imported sponsored programs without an equal number of Canadian-produced sponsored shows. CTV Network has gone after Canadian advertisers on the same basis of one import and one Canadian show to meet the BBG requirement of 55% Canadian program content on its overall network offering. A number of Canadian advertisers and their agencies have held out against this policy this year.

Fremantle to expand to foreign programs

Fremantle Inc., New York, which has specialized in selling American tv programs in foreign markets, is expanding into another area by distributing shows produced abroad to markets throughout the world.

Paul Talbot, Fremantle president, reported last week that the company embarked on its project experimentally a few months ago and that results have been "highly satisfactory." Fremantle now is distributing, in various countries, programs produced in Britain, Canada, Italy and Australia, and hopes to obtain marketable tv productions from other nations.

Programs from Britain handled by Fremantle are *Bom, the Little Drummer,* a 15-minute children's show; *The Flying Doctor,* a half-hour adventure series; *Time to Remember,* an informational show, and various 1-hour and 1½-hour dramas. Australian shows are *Animal Parade,* a 15- minute show featuring unusual animals in Australia; *The Winifred Atwell Show,* a musical program: *The Terrific Adventures of the Terrible Ten,* a boy's adventure series. *RCMP,* a series on the exploits of the Royal Canadian Mounted Police. Italian programs are *The Story of a Dog,* a series dramatizing various breeds of dog, and a one-hour series on Italy's Opera Buffa (comic opera) on which Fremantle is co-producer.

Mr. Talbot said some of these programs already have been sold in other countries and indicated a few may be offered in the U.S. through another distributor (Fremantle does not distribute in the U.S.). He added that officials at Fremantle's branch offices in Britain, Canada, Italy, Australia and Mexico are evaluating local programs for possible distribution in other countries.

Abroad in brief...

Italian branch ▪ General Artists Corp., N.Y., is forming an Italian subsidiary, GAC of Italy, according to Larry Kanaga, president. The Rome office will open early in November. Personnel will be announced shortly.

700 RKO films sold to Latin-American firm

Television Industries Inc., New York, last week completed the sale of more than 700 RKO feature films to a Latin-American organization, Fall River Investment S. A., for an initial sum of approximately $1 million plus a share of the gross revenues in perpetuity. The transaction covers television, theatrical and other non-theatrical rights to the features in South and Central America.

Basil Estreich, Television Industries president, expressed the belief that this agreement represented "the largest sale of motion pictures ever made for Latin American television distribution under a single agreement." He noted that the RKO library was acquired by Television Industries in 1955 for slightly more than $14 million.

The South American group involved in the transaction is headed by George Caputo, a motion picture producer and distributor. Arnold C. Stream, general counsel of Tv Industries, represented the company in the negotiations.

CBC reveals merger plan for two radio networks

The consolidation of the Canadian Broadcasting Corp.'s Trans-Canada and Dominion radio networks into one big network is now being planned, CBC president J. Alphonse Ouimet told the Board of Broadcast Governors at Ottawa on Aug. 22.

The merged network will consist of about 80 radio stations across Canada. At present the two networks have more stations, the Trans-Canada network presenting daytime and evening programs, the Dominion network mostly daytime lighter programs. Trans-Canada network consists of all CBC radio stations plus independent stations, the Dominion network of only one CBC station, CJBC Toronto, and 39 independent stations.

The plans call for implementation of the merged network to start in the fall of 1962. Meetings with affiliates have been held in eastern Canada towards this end, and are continuing in other parts of the country.

U. S. imports planned by new Brazilian firm

Formation of S.A. Distribuidora E Importadora De Films (SADIF), Sao Paulo, Brazil, was announced last week by N. Borgerth Ferreira, president.

While immediate plans call for SADIF merely to import and distribute tv and motion picture films in Brazil, the firm is planning its own tv production center that likely will be in operation by next summer.

SADIF is represented in the U. S. by Nathan Braunstein, Screen Arts Sales Co., New York. Mr. Braunstein also acts as SADIF's purchasing agent. Agreements already have been reached to import major film series from Official Films, Cinema Vue Corp., Flamingo Telesales and MPA-TV, all New York.

Not even razor ads

On the heels of drastic currency curtailment, Fidel Castro's Cuban government last week announced that all commercials will henceforth be eliminated from Cuban radio and tv programs. The medium employed for the announcement was the government-controlled *Prensa Libre.*

Japanese council sets tv commercials festival

Japan's first television commercial festival is planned for Oct. 17, to commemorate the 10th anniversary of the start of commercial broadcasting in that country.

The festival, to be held at the Dai-Ichi Life Insurance Hall in Tokyo, is under the sponsorship of the Allied Commercial Council (composed of the Japan Advertisers' Assn., Japanese Assn. of Advertising Agencies, Japan Federation of Station Representatives and the National Assn. of Commercial Broadcasters of Japan).

The council will award prizes to outstanding commercials aired from Aug. 1954, when commercial telecasting started in Japan, to July of this year. An added attraction will be a contest among singers of tv commercials.

Canadian court allows photo coverage access

A precedent was set for Ontario courts Aug. 23 at Cooksville, a suburb of Toronto, when Magistrate R. I. Blain ruled that television and newspaper cameras could record the proceedings during the preliminary trial of six men on charges of assault with bodily harm to two off-duty Toronto Township police officers. Crown attorney Heb Metcalf explained to newsmen after court that photos were authorized as "a matter of public interest and it was felt no bias would result to the accused as long as there was no interruption of the proceedings and no flashes were used."

QUIET THOSE BACKGROUND NOISES

$290

with the new

RON Gate Amplifier 40A

Broadcast • Communications • Recording • TV Film

Truly a **sound gated** amplifier. First sound keys to full level instantaneously (attack time 8 milliseconds). In the absence of signal above threshold, the Gate Amplifier fades smoothly down to **whisper** quiet: 14 db down.

Eliminates annoying TV studio background sounds • Reduces errors and maintains security in communication systems by eliminating background voices • Suppresses TV film noise. Response, 30 to 15,000 cps ±1 db; distortion 1% or less.

RON ELECTRONICS CORP.
150 Pine Street, Montclair, New Jersey • PI 4-8330

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Hennon

Thomas J. Hennon, account supervisor on Lever Bros. at Reach, McClinton & Co., New York, elected vp of agency. **Herman Raucher,** copy director; **Marce Mayhew,** art department director; and **Paul Keller,** research director, elected to board of directors. All are agency vps.

David R. Fenwick, vp and plans board chairman, Donahue & Coe, Los Angeles, has resigned and with associates will establish his own advertising agency in that city. **Henry B. Safford Jr.,** account supervisor for D&C, has been named vp, with **William R. Muller,** account executive, Young & Rubicam, Los Angeles, joining agency in similar capacity.

Willard Benner, creative supervisor and vp, Ted Bates & Co., New York, named associate creative director.

Ralston H. Coffin, vp in charge of advertising, RCA, appointed general chairman for Advertising Federation of America's 4th Annual Washington Mid-Winter conference, Feb. 7, 1962 at Statler Hilton. **Donald H. McGannon,** president, Westinghouse Broadcasting Corp., named vice chairman.

Mr. Casey

Richard F. Casey, vp in charge of research and member, board of directors and plans board, Benton & Bowles, New York, elected senior vp. **Charles E. F. Millard,** account supervisor on Zest soap account, and **David Hotz,** account supervisor on Shulton and Ex Lax accounts, elected vps.

William A. Blount, president, Liggett & Myers Tobacco Co., New York, elected chairman of board of directors. **Zach Toms,** executive vp and previously vp in charge of export department, succeeds Mr. Blount as president. Mr. Blount will continue to serve as chief executive officer of company. Other appointments include: **Lawrence W. Bruff,** director of advertising since 1953, elected vp, advertising; **Graydon B. Leake,** promoted to vp, sales; **Samuel White,** sales supervisor of northeastern territory, vp, marketing. Also: **Frederick Sheffield,** senior partner of Webster, Sheffield, Fleischmann, Hitchcock & Chrystie, elected director of company, and **J. Bowling Anderson,** director and treasurer, succeeds **William J. Perry** who retires as vp, finance.

Russel R. Anspach, formerly account executive, McCann-Erickson, New York, appointed account executive on Hertz Corp. account at Norman, Craig & Kummel, that city.

Paul W. Moseley, account supervisor on Boyle-Midway, Div. of American Home Products Corp. account, and **Arnold J. Deutschman,** account executive on Whitehall Labs., Div. of American Home Products Corp. account, Ted Bates & Co., New York, elected vps.

George N. Beecher, vp and account supervisor on Best Foods Div. of Corn Products Co. account, Dancer-Fitzgerald-Sample, New York, joins Foote, Cone & Belding, Chicago, as vp and account supervisor on Perkins-S.O.S. Div., General Foods Corp. account.

James H. Marshall, senior vp, Merchandising Research & Development Corp., New York, joins The Kudner Agency, that city, as consultant on supermarket distribution.

Martin Ryan, media research supervisor for North Adv., Chicago, named assistant media director.

Norman Kosarin, formerly art director, Altman Stoller Adv., New York, joins Fuller & Smith & Ross, that city, in similar capacity. **Bernard Klepper,** who was with Cunningham & Walsh, New York, joins F&S&R as radio-tv copywriter.

Esther Andersen, formerly chief timebuyer at MacFarland Aveyard & Co. and timebuyer with McCann-Erickson, both Chicago, named timebuyer at Earle Ludgin & Co., Chicago.

Mr. Harvell

Quentin L. Harvell, formerly director, market research and promotion, Indian Jute Mill Assn., New York, named assistant to C. James Proud, president, Advertising Federation of America, that city. Mr. Harvell was advertising and sales promotion manager of Borden's Feed Supplement Division and earlier was assistant to director of research, F. W. Dodge Corp.

Morton Zieve, producer-director for WXYZ-TV Detroit, appointed radio-tv director of Simons-Michelson Co., advertising agency, that city.

Frank Hefter, formerly with Communications Counselors, Inc., pr affiliate of McCann-Erickson, joins Fletcher Richards, Calkins & Holden, New York, as pr director.

Ken Johnson, formerly advertising manager at U. of Chicago Press, to Olian & Bronner, Chicago, as senior copywriter.

Robert S. Jones, recently sales manager of KTLA (TV) Los Angeles and formerly manager of CBS Spot Sales, San Francisco, named manager of new Hollywood office of Phillips & Cherbo, Chicago. Agency's new west coast office is at 1710 North LaBrea Ave., Hollywood 46.

George Mihaly, manager, radio-tv research, BBDO, New York, joins Schwerin Research Corp., that city, as account executive.

Margaret Rodman joins copy staff of Ridgway-Hirsch Adv., St. Louis.

THE MEDIA

George Bradley appointed general manager of KFIF formerly KCWC Tucson, Ariz. **Joe Frank** named program director; **Fred Vickery,** news director; **Ruth Kessler,** executive secretary; **Helen Miller,** production assistant; **Joan Cox, Thelma Sees** and **Dan Park,** sales executives.

Mr. Jolliffe

Richard W. Jolliffe, general sales manager for KTLA (TV) Los Angeles since 1957, appointed regional sales manager for WTCN-TV Minneapolis-St. Paul.

Robert A. Hinners, general manager of WFLM (FM) Fort Lauderdale, Fla., appointed vp and general manager of WWIL-AM-FM, that city.

John Connor, director of operations and announcer for WXFM (FM) Elmwood Park, Ill., promoted to station manager.

Joe Boyle, program director for KXGO Fargo, N. D., named acting manager of KHAK-AM-FM Cedar Rapids, Iowa. **Al Hanna,** air personality for KIXZ Amarillo, Tex., joins KHAK in similar capacity.

Rev. Charles Brackbill Jr., and **Rev. Robert E. Sanders,** appointed to staff of radio-tv division of The United Presbyterian Church, USA. Rev. Brackbill, formerly associate executive and director of radio-tv for New Jersey Synod since 1955, will be director of field services for United Presbyterian radio-tv. Rev. Sanders, assistant to president of Princeton Theological Seminary since 1957, will be eastern area director for United Presbyterian radio-tv.

Bill Meyer, formerly account executive of Intermountain Network, Salt Lake City, joins Torbet, Allen & Crane, station representative, Los Angeles, in similar capacity.

Mr. Turner

J. Richard Turner appointed managing director of WCOP-FM Boston. He previously was director of creative sales for Laurence Assoc., that city. **Stephen C. Trivers** appointed account executive. He recently graduated from Harvard where he was station manager of University's WHRB-FM and also New England operations director of American Radio News Service.

William L. Lauer, radio account executive, The Katz Agency, Detroit, appointed manager, of WNEW New York's sales office in Detroit.

William Dalton, president of National Community Television Assn., chosen to receive Chartered Assn. Executive Award of American Society of Assn. Executives. Mr. Dalton and 33 others will receive award at ASAE annual meeting in Denver Sept. 3-6. Award is for association executives who have acquired "broad backgrounds in all phases of association management and met rigid requirements covering education, experience, training, association achievement, etc."

Lee Butler, news director for KTRE Lufkin, Tex., elected president of Texas A.P. Broadcasters Assn.

Robert E. Early, Washington manager of information services for CBS News since May 1960, appointed executive assistant in Washington office of CBS Inc., **Theodore F. Koop,** CBS Washington vp, announces.

John F. Dille Jr. (Republican), president of WSJV (TV) Elkhart-South Bend, WTRC Elkhart, and WKJG-AM-TV Fort Wayne, all Indiana, appointed to Indiana Toll Road Commission by **Gov. Matthew Welsh** (D).

Thomas P. Chisman, WVEC-TV Norfolk-Hampton, Va., and **Norman Louvau,** KCPX-TV Salt Lake City, succeed **John T. Gelder,** WCHS-TV Charleston, W. Va., and **Joseph J. Bernard,** KTVI TV) St. Louis, as members of board of governors, ABC-TV Affiliates Assn. Messrs. Gelder and Bernard are leaving their respective stations.

John Guttenberg named commercial and promotional manager of WRPB Warner Robbins, Ga.

Albert J. Gillen, vp and director of sales for WAPI-AM-FM-TV Birmingham, Ala., named general sales manager for WPRO-TV Providence, R. I. **Dick Richmond,** director of news and public affairs for WMAL-AM-FM-TV Washington, joins WPRO as director of news.

Mr. Metcalfe

Mr. Fox

Mr. Copsey

Mr. Racco

Edwin C. Metcalfe and **Robert L. Fox** appointed sales executives in Los Angeles for recently formed National Sales Division, RKO General Inc., station representative. **Calvin Copsey** and **Alfred Racco** were named to similar posts in organization's San Francisco office. Mr. Metcalfe formerly was vp and general manager for Weed station representation company, and Mr. Fox served recently as general sales manager of KRKD Los Angeles. Mr. Copsey has been with KTVU San Francisco as account executive and Mr. Racco with KLAC Los Angeles as general manager. New representation firm begins operations on Oct. 1 (BROADCASTING, Aug. 28).

Robert M. Adams, promotion director for WTOP-TV Washington, elected president of Washington chapter of Academy of Arts & Sciences. He succeeds **Elmer Lower,** NBC News, who has been transferred to New York.

Arthur Astor appointed national sales manager of Foster Broadcasting Co., owner of KPRO Riverside; KREO Indio; KYOR Blythe and KROP Brawley, all California. Mr. Astor will headquarter at 6362 Hollywood Blvd., Hollywood 28, Calif. Telephone: Hollywood 6-4251. Previously, Mr. Astor was independent station representative for Foster Broadcasting Co.

Mr. Carroll

J. Walter Carroll, commercial manager for KSAN San Francisco, promoted to station manager. **Martin L. Dinkins,** senior account executive, named to succeed Mr. Carroll as commercial manager.

William D. Stiles, vp and general

What does it say?
RSI has a complete record service for broadcasters.

Whether your music features Tchaikowsky or 'teen beat—or anything in between—you can get exactly the records you need through RSI. For RSI now offers 9 different services, available 14 different ways! All at special, low rates.

Each service is designed as a solution to a specific programming need. A very satisfactory solution, as over 750 station subscribers can testify.

If you have any special record requirements, chances are we can fill them. Call or write.

RSI

RECORD SOURCE, INC.
333 EAST 46TH STREET, NEW YORK 17
TELEPHONE: YUKON 6-0155

manager of Donald W. Reynolds stations, named news and public affairs director for KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif., both Transcontinent Television Corp. stations.

Mr. Moore

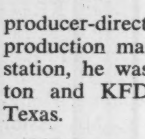
Aubrey L. Moore, production manager for WBRZ (TV) Baton Rouge, La., named station manager. Prior to joining station he served as program director for WJMR-TV New Orleans. **John T. Crowe,** producer-director for WBRZ appointed production manager. Before coming to station, he was with KTRK-TV Houston and KFDM-TV Beaumont, both Texas.

Bill Jones, on program and production staff of KCRA-AM-TV Sacramento, appointed program manager for KRAK Stockton, both California.

Donald Waterman, account executive, WNBC New York, joins WINS, that city, in similar capacity.

Gregg Sallee, program director of educational fm station KUSC (FM) Los Angeles, named account executive of KRHM (FM) that city.

David Yarnell, formerly program director, WMGM New York, and before that program manager, WNEW-TV New York, appointed assistant program manager of WOR-TV, that city. Mr. Yarnell will report to **Ivan Reiner,** tv program manager.


Mr. Gross

Arthur Gross, formerly general sales manager, United Artists Associated, appointed program director at WABC-TV New York, effective Sept. 11. He will succeed **A. L. Hollander Jr.,** who resigned and has not announced future plans.

Other appointments at WABC-TV: **John G. Doyle,** account representative for ABC-TV station clearance department, named director of sales service. He succeeds **Benjamin Okulski,** promoted to account executive. **Clarence L. Johnson,** art director, J. B. Rundle Adv., New York, will also join WABC-TV, as successor to **Libby Calamia,** art director, who resigned.

Thomas Belviso, formerly with The Katz Agency, New York, appointed account executive for ABC-TV National Station Sales. Others named as account executives were **Donald Bowen,** account executive, Edward Petry Co.; **Jerome McCauley,** producer-director, WCBS New York; **Fred Nettere,** CBS-TV Spot Sales; **Thomas O'Dea,** national sales manager, WXYZ-TV Detroit, and **Martin S. Pollins,** formerly with NBC.

Joseph Murphy, merchandising director, WNBC New York, named vp, Pape, Brahm & Edwards, food broker, that city.

George W. Cyr, programming director for WGR-TV Buffalo, appointed director of programming and operations for WDAU-TV and WGBI both Scranton, Pa.

Dave L. Riggs named program manager for KXLY-TV Spokane, Wash. He replaces late **Paul R. Spechko,** who had been with station since December of 1960.

Don McLeod joins WPON Pontiac, Mich., as program director.

Russell B. Butler, sales manager for WTWN St. Johnsbury, Vt., joins sales staff of KGY Olympia, Wash.

Robert White, former supervisor of music, WMCA New York, appointed director of music, WINS New York.

John North, member of announcing and production staff of WWTV-TV Cadillac, Mich., appointed news director of WWTV-FM-TV.

Ben Shirley, formerly with NBC and UPI, Washington, joins KXIV Phoenix, Ariz., as news director.

Alton R. Crouch, news director for WTVN Columbus, Ohio, joins KQV Pittsburgh in similar capacity.

James Dull, formerly of WDAU-TV Scranton, Pa., named news director WNHC-TV New Haven, Conn.

Patrick C. Wilson appointed music director for WYAK (FM) Sarasota, Fla.

Charles (Red) Donley, former sports director, WSTV-AM-FM-TV Steubenville, Ohio, and member of Pittsburgh Steelers broadcast team for past six years, named sports director, WIIC (TV) Pittsburgh.

Robert Lee, announcer for WMNE Menomonie, Wis., promoted to news director.

Harv Morgan, air personality for WCAO Baltimore, joins KYW Cleveland as announcer and producer-director.

Phil Evans, farm director for KMBC Kansas City, Mo., named director of farm programs and sales for WDAF, that city.

Ralph Becker, formerly with WTVH (TV) Peoria, Ill., joins sales staff of WTTG (TV) Washington.

Karl J. Nestvold, newsman for KFBK Sacramento, Calif., named general manager of Oregon Assn. of Broadcasters, succeeding **Robert Monaghan.**

Dan Daniel, air personality, WDGY Minneapolis, joins WMCA New York in similar capacity.

Pete Smith, chief announcer for KRKD Los Angeles, joins KBIG Santa Catalina, Calif., as air personality. He succeeds **Joe Niagara,** who resigned.

John Rhys Evans, national sales manager for KMCS (FM) Seattle, Wash., joins KOL, that city, as account executive.

V. A. (Buck) Buchanan, supervisor of merchandising for WCCO Minneapolis, switches to sales staff as account executive.

Joseph Aley, formerly with The Branham Co., national sales representatives, named national and regional sales manager for KCEE Tucson, Ariz.

John Fraim, newscaster for WIRE Indianapolis, joins WTVN (TV) Columbus as news editor.

Reginald W. Smith, free lance photographer, joins KYW-TV Cleveland news staff as chief photographer.

David E. Schoumacher, staff writer for *Rockford* (Ill.) *Morning Star,* joins news staff of KTIV (TV) Sioux City, Iowa.

Lew Irwin, newsman for KABC-TV Los Angeles, resigns.

Peter LaBruzzo, formerly on sales staff, WJJD Chicago, joins radio sales staff, Adam Young station representation firm, that city.

Jim Thomas joins news staff of WMAZ-AM-TV Macon, Ga. **Skip Holmes,** production manager for WAME Miami, joins WMAZ as air personality. **Ralph Lavendar** named air personality and **Roy Hubbard,** air personality, transfers to tv announcing staff.

Ray Rayner, children's personality on WBBM-TV Chicago, joins WGN-TV there as "Sergeant Pettibone" host of new UPA-Pictures Inc., Hollywood-produced *Dick Tracy Show* which starts Sept. 11.

Roy Allred joins WRCV-TV Philadelphia as weekend weatherman.

Jack Guinan, who recently joined announcing staff of WWDC Washington, named to succeed **Nat Wright,** who resigned to accept position with WIP Philadelphia.

Nick Ramsey joins KVIL Highland Park, Tex., as air personality.

Carl Reese, air personality for WCUE Akron, Ohio, joins WHK Cleveland, in similar capacity, replacing **Ray Otis,** who moved to WKMH Dearborn, Mich.

Rod Roddy, air personality for KQV

Pittsburgh, joins KYW Cleveland in similar capacity.

David J. Beuret and **William Gooding** join announcing staff of WFAA Dallas.

Kenneth Rowe, formerly air personality, WBAP-AM-FM-TV Ft. Worth, Tex., joins KONO-TV San Antonio, Tex., in similar capacity.

Bruce Morrow, formerly air personality, WINZ Miami, joins WABC New York in similar capacity.

Elizabeth Morgan, radio-tv and stage actress, joins WNTA New York to do daily celebrity - interview program, *Morgan in Midas-Land* (2-3 p.m.).

ALLIED FIELDS

Philip Von Ladau, western division sales manager for national services, A. C. Nielsen Co., Menlo Park, Calif., elected vp. **Donald McGlathery,** media service sales manager, also elected vp.

PROGRAMMING

Harold L. Hackett, recently president of Bill Sturm Studios, New York, appointed vp in charge of national and syndication sales for Programs for Television Inc., New York. He succeeds **Michael M. Sillerman,** who has resigned. Mr. Hackett was president of Official Films Inc., New York, for seven years until 1960. He will work closely with **Everett Rosenthal,** PFT executive vp, on tv programming and other projects.

Hampton Howard, formerly producer-director, Robert Klaeger Productions, New York, named director of industrial sales, Gerald Productions, division of Adv. Radio & Television Services, that city.

Will Thomas, northwest sales manager for NBC-TV Films, named executive vp of Telecast Productions Inc., Los Angeles, and director of syndication sales for firm's *Globel Zobel* travel series.

John L. Thompson, member of production services department, ABC-TV Hollywood, named assistant tv network production coordinator. **William Carruthers,** formerly coordinator on *Seven Keys* series assigned to *Steve Allen Show.*

Edgar Peterson, former producer on CBS-TV *Climax* series, signed as producer-writer of new Jack Douglas Productions documentary series, *Keystone,* being produced for Ziv-UA *Documatics* project.

Alan Neuman joins Arnold Michaelis Productions, New York, as producer-director of *Adlai Stevenson Reports,* new public affairs tv series on ABC-TV.

EQUIPMENT & ENGINEERING

Merle W. Kremer, vp and general manager, parts division, Sylvania Electric Products, Warren, Pa., additionally named vp, electronics tube division, New York. Mr. Kremer succeeds **Matthew D. Burns,** who was named assistant to Gene K. Beare, Sylvania's president, in corporate and interdivisional activities. **Gordon, Fullerton,** general manager, picture tube operations, appointed vp of operations.

Raymond H. Herzog and **Harry Heltzer** elected vps of Minnesota Mining & Manufacturing Co. Mr. Herzog, who has been with company since 1941, assumes overall responsibility for printing products division. Mr. Heltzer, with company for 28 years, is placed in charge of all activities of National Advertising Co., wholly owned 3M outdoor advertising subsidiary.

George Cohen, sales director, Du Mont Div., DuMont Emerson Corp., marketing subsidiary of Emerson Radio & Phonograph Corp., Jersey City, N. J., elected vp, marketing. **George Hakim,** western regional sales manager, named vp in charge of DuMont sales.

Frank M. Folsom, chairman, executive committee, RCA board of directors, New York, elected to board of Schenley Industries, that city.

INTERNATIONAL

G. S. Redmond, general manager of CHNS Halifax, N. S., joins government department of Nova Scotia travel bureau, as director.

Joe Joel, managing director, Screen Gems Pty. Ltd., Sydney, Australia and New Zealand, additionally appointed sales supervisor for Far East, Australia and New Zealand. Mr. Joel will continue to make his headquarters in Sydney.

Rai Purdy, formerly program director of CFTO-TV Toronto, forms his own tv production firm at Vancouver, B. C.

M. L. Thomas, formerly of All-Canada Radio and Television Ltd., Toronto, appointed sales and promotion manager of recently-formed Radio Sales Bureau, that city.

DEATHS

Harry Sadenwater, 67, assistant to vp of Radio Engineering Labs, Long Island City, N. Y., died Tuesday Aug. 29 after two-month illness. He was previously with RCA and General Electric. At latter company, he was engineer in charge of developing WGY Schenectady, N. Y., KGO Oakland, Calif., and KOA Denver. In 1919, he was radio operator on navy seaplane NC-1, one of three planes with which Navy sought to make first trans-Atlantic flight, from Newfoundland to Azores.

Louis R. Wasey, 77, died Aug. 26 at his home in East Hampton, Long Island, after long illness. Mr. Wasey, who retired as board chairman of Erwin Wasey & Co. advertising agency, had been an officer of Barbasol, Musterole and Olive Tablet companies.

Charles W. Fairbanks, 53, died Aug. 22 in Santa Barbara, Calif. Mr. Fairbanks was member of board of WIBC Indianapolis, Ind.

MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS
ABP

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

BUY MAINE
...in DEPTH!

- ☑ 42% of Maine's 1960 population was located in Bangor's coverage area.
- ☑ Approximately 41% of the total television homes in Maine (according to ARB) can be found in these nine counties.
- ☑ 41% of Maine's total 1960 retail sales (for the twelve months ending June 30th) was credited to the nine counties in Bangor's coverage area.
- ☑ These nine counties accounted for 39% of the state's total income.
- ☑ Bangor's home county (Penobscot) had the largest increase in urban population, 1960 vs. 1950 (+ 27.2%). Penobscot County evidenced a 17.5% increase in income (1960 vs. 1950). This increment was larger than that recorded for any other Maine county.

NBC for Eastern Maine . . .

WLBZ TV Channel 2
BANGOR, MAINE

Represented nationally by

THE KATZ AGENCY, INC.

TIO's presentation goes to 150 sponsors

Television Information Office, New York, last week sent to its 150 sponsors two sections of a four-part slide-illustrated presentation describing the functions and objectives of U. S. commercial tv. TIO sponsors are to use the presentation to inform local community groups about the industry's operations, accomplishments and problems. The project is also designed for station employes' indoctrination programs.

The two sections are called "Dimensions" and "In the Public Interest." The others are entitled "Programming" and "Advertising." Each section will take approximately 25 minutes to present, and each is packaged in a separate kit which contains script, 2 x 2 color slides, background material and illustrated reproductions of the script to be distributed among audiences. In the last few months the "In the Public Interest" section has been previewed at the NAB Convention, in April, and at various broadcasters' state association meetings.

Two-way approach

Members of the WFBM-TV Indianapolis sales staff are selling their local retail accounts on the air now as well as on the street. The station has video taped spot announcements by the salesmen directed at their retail prospects, telling them that by advertising on WFBM-TV "you can talk to hundreds of thousands rather than one individual." The salesmen invite the retailers to phone them at the stations.

Selling in unison

The rapid growth and future development of the Tidewater area (Norfolk-Newport News, Va.) last week were shown in a special documentary program, "Picture of Progress," by Norfolk's three television stations.

Combining their efforts in a uniform theme to sell the Tidewater market and its potential, WVEC-TV, WAVY-TV and WTAR-TV joined up to produce that city's first simulcast. Part of the report was a show within a show—a film shown last spring to some 2,500 leading business executives in various major markets entitled, "America's Most Misunderstood Market."

BPA lends hand to 64 schools

"Operation Treasure Hunt" will be the first step of the Broadcast Promotion Assn. in extending its cooperation to the 64 members of the Assn. for Professional Broadcasting Education, according to John F. Hurlbut, the association's president.

In the operation, BPA members are asked to search their stock rooms for overages of recently published promotion materials, ranging from ad reprints and direct mail, to presentations and on-the-air promotions. The material will be sent to Clark Grant, WOOD-AM-TV Grand Rapids, Mich., who is in charge of the overall project. Mr. Grant will package the materials for distribution among the participating colleges.

BPA members will be assigned colleges for continued mailing list distribution of station, network and organization promotion materials to be used as classroom examples of current promotion. Additionally, promotion managers located near member colleges will offer their services to lecture on broadcast promotion.

WTMJ and Charlie tie up Milwaukee

WTMJ Milwaukee has discovered you can get plenty of mileage out of neckties—garish ones that went out with zoot suits and spats, that is.

With Cliff (Charlie Weaver) Arquette to appear as a featured attraction of the Wisconsin State Fair, WTMJ asked listeners to send in their loudest and most bedraggled ties—typical of those Mr. Arquette wears. The person who submitted the winning tie (the one the judges felt was the wildest) would receive a variety of prizes, including 25 new ties (subdued ones), dinner with Mr. Arquette and four WTMJ personalities and tickets to the fair.

To add a little spice the station produced a contest within a contest, pitting

KLW SAYS "GO YOU TIGERS"

Bengal boosters lend support

Some 32,504 fans welcomed home the Detroit Tigers during their heated battle for first place in the American League with the New York Yankees. Each fan was represented by a postcard sent to CKLW Windsor, Ont.-Detroit, spurring the Tigers down the home stretch. CKLW personalities plugged the loyalty to the team promotion asking fans to write in. The station hoped to get enough cards that when laid side by side would circle the bases. Instead enough cards were received to circle the stadium 10 times. The station will reward 24 fans with two tickets to the showdown series with the Yanks Sept. 15 plus an autographed ball and a visit to the Tigers' dugout. Here J. E. (Ted) Campeau, president of CKLW, examines some of the cards with Pitcher Jim Bunning (l) and Outfielder Al Kaline (r) of the Tigers.

(on one team) its morning show and its farm show against a team composed of its afternoon show and the weather show, with the losers attending the dinner with Mr. Arquette as waiters.

The stunt drew more than 9,000 ties.

Dual celebration at KTAL (TV)

NBC executives and stars and government officials will be in Shreveport, La., tomorrow (Sept. 5) for a 24-hour celebration marking the affiliation of ch. 6 KTAL (TV) there with NBC-TV. The occasion also observes the station's move from Texarkana, Tex., to Shreveport. KTAL was to begin regularly scheduled NBC-TV programming yesterday.

Representing NBC will be Robert W. Sarnoff, board chairman; David C. Adams, senior executive vice president; Tom Knode, vice president, station relations, and Malcolm Laing, station relations regional manager. Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee, and the governors of Louisiana, Texas and Arkansas have been invited to attend.

NBC stars expected at the KTAL festivities include Joe Garagiola, announcer on *Major League Baseball;* and Jack Linkletter, host of *Here's Hollywood*. The day will be climaxed by dinner with station executives, including Walter E. Hussman, president, and Walter M. Windsor, general manager.

MICHIGAN
State Fair
SEPT 1-10

Everyone in on the act

Radio advertising may have scored a first in Michigan with every am station in the state—103 of them—urging listeners to attend the annual State Fair in Detroit from Sept. 1-10. Veteran advertising and station representative personnel contended it was the first time in the 112 year history of the fair that all the state's am facilities were involved. The state-wide purchase was worked out between the Dick Frederick Agency (agency for the fair) and Michigan Spot Sales, both Detroit. In the photo Dick Frederick (agency head) plays a happy tune for (l to r) Wendell Parmelle, Broadcast Time Sales; Arthur J. Underwood Jr., The Katz Agency; Dan Bowen, Gill-Perna; Larry Gentile, The Bolling Co.; Stuart Mackie, Avery-Knodel; Charles J. Sitta, Michigan Spot Sales; Christopher Gentile, Larry Gentile Assoc.; James A. Brown, Venard, Rintoul & McConnell; Bernard Pearse, Pearse Sales.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 24 through Aug. 30. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

APPLICATION

KOAT-TV Albuquerque, N. M.—Cp to change frequency from ch. 7 (174-180 mc) to ch. 2 (54-60 mc); ERP from 73.5 kw vis., 36.8 kw aur. to 27 kw vis., 13.5 kw aur.; install new trans. (GE TT-32-A); change type ant. (GE TY-50-C); make changes in ant. system and ant. height above average terrain of 4,235 ft. (Pending action on petition for rulemaking, request waiver of Secs. 3.606 and 3.607(a)&(b) of rules.) Ann. Aug. 25.

CALL LETTERS ASSIGNED

WCCB-TV Montgomery, Ala.—First Alabama Corp.

KCHU(TV) San Bernardino, Calif.—Norman H. Rogers.

New am stations

ACTION BY BROADCAST BUREAU

Red Lodge, Mont.—Carbon County Bcstrs. Inc.—Granted 1450 kc, 1 kw-D, 250 w-N. P.O. address box 464, Red Lodge, Mont. Estimated construction cost $14,435; first year operating cost $31,000; revenue $40,000. Principals include **Dean J. Jansma**, 22.51%, **Juanita H. Zaputil**, 11.25%, **Thomas C. Dokken**, 8.65%, and 27 others. Mr. Jansma is employe of KGHL Billings, Mont. Mr. Dokken is in insurance. Action Aug. 24.

APPLICATIONS

Window Rock, Ariz.—Navajo Bible School & Mission Inc. 630 kc; 1 kw-D. P. O. address box 158 Window Rock. Estimated construction cost $18,861; first year operating cost $26,400; revenue $31,000. Applicant is non-profit corporation. Ann. Aug. 24.

Dalton, Ga.—Cherokee Bcstrs. 1530 kc; 10 kw-D. P.O. address c/o Sanford J. Willis, Route 1, Rocky Face, Ga. Estimated construction cost $37,731.50; first year operating cost $36,000; revenue $50,000. Principals: **Sanford J. Willis, Alney H. Willis** (each 50%). Mr. Sanford Willis is announcer and chief engineer for WRCD Dalton; Mr. Alney Willis owns garage. Ann. Aug. 30.

Jeannette, Pa.—Century Bcstg. Corp. 1510 kc; 550 w-D. P.O. address c/o J. J. Keel, 1121 E. Capitol St., Washington, D. C. Estimated construction cost $20,297; first year operating cost $40,000; revenue $50,000. Principals: **John J. Keel, Henry Gladstone, Lloyd W.**

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Dennis (each one-third), who own similar interests in WCRO Johnstown, Pa. Ann. Aug. 24.

Existing am stations

ACTION BY FCC

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies to Nov. 4. Action Aug. 30.

APPLICATIONS

KAMD Camden, Ark.—Cp to increase daytime power from 1 kw to 5 kw; make changes in DA system (one additional tower); change from DA-N to DA-2 and install new trans. Ann. Aug. 30.

WJRL Rockford, Ill.—Cp to change hours of operation from D to unl., using power of 1 kw-N; 5 kw-D (increase daytime power from 500 w), change ant.-trans. location; changes in DA system (11-tower array); change from DA-D to DA-2 and install new trans. Ann. Aug. 28.

WHYN Springfield, Mass.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Aug. 28.

KEBE Jacksonville, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 30.

KMBL Junction, Tex.—Mod of license to change hours of operation from unl. to specified hours: Mon.-Fri. 6 a.m.-2 p.m.; 5 p.m.-7 p.m Sat. & Sun. 7 a.m.-7 p.m. Ann. Aug. 24.

CALL LETTERS ASSIGNED

WEIS Centre, Ala.—Cherokee County Radio Station.

KHUM Santa Rosa, Calif.—Bay Area Electronic Assoc.

WNRK Newark, Del.—Herman Handloff.

WRSL Stanford, Ky.—Lincoln-Garrard Bcstg. Co.

KSWM Aurora, Mo.—Gelan O. Gilbert.

KJPW Waynesville, Mo.—South Central Bcstrs. Inc.

KARS Belen, N. M.—Belen Bcstg. Co.

WSHP Shippensburg, Pa.—Town Radio Inc.

WISA Isabela, P. R.—Sergio Martinez Caraballo.

WSMG—Greeneville, Tenn. — Greenville County Bcstg. Inc.

WGMM Millington, Tenn.—Radio Millington Inc.

WRWV Waynesboro, Va.—Music Productions Inc.

New fm stations

APPLICATIONS

Greenfield, Ind.—John C. Byrne. 99.5 mc.; 17.9 kw. Ant. height above average terrain 240 ft. P.O. address 1107 N. State St., Greenfield. Estimated construction cost $18,600; first year operating cost $15,000; revenue $10,000. **John C. Byrne,** sole owner, owns 98% of pharmacy and has owned 20% of WAIV-FM Indianapolis. Ann. Aug. 25.

Freeport, Ill.—Triad Tv Corp. 98.5 mc; 12.4 kw. Ant. height above average terrain 163.4 ft. P.O. address 9 North Chicago Ave., Freeport. Estimated construction cost $9,296.65; first year operating cost $5,000; revenue $8,000. Principals: **C. Wayne Wright** (37.5%); **Jae D. Kitchen** (11%), and others, all of whom own similar interests in WFRL Freeport. Ann. Aug. 30.

Greenville, Mich.—Flat River Bcstg. Co. 107.3 mc; 5.3 kw. Ant. height above average terrain 107 ft. P.O. address Greenville. Estimated construction cost $12,836; first year operating cost $1,200 per year over operating cost of WPLB Greenville. Principals: **Earl N. Peterson, Pearle C. Lewis** (each 50%), who are equal partners in WPLB Greenville. Ann. Aug. 28.

Existing fm stations

APPLICATION

WOXR(FM) Oxford, Ohio—Cp to change frequency from 97.7 mc (ch. 249) to 98.1 mc (ch. 251); increase ERP to 16.425 kw; change ant.-trans. and studio location; make changes in ant. system (increase height) and install new trans. and ant. Ann. Aug. 28.

CALL LETTERS ASSIGNED

WWWB-FM Jasper, Ala.—Bankhead Bcstg. Inc.

WVNA-FM Tuscumbia, Ala.—Elton H. Darby.

KOMY-FM Watsonville, Calif.—KOMY Inc.

WROW-FM Albany, N. Y.—Capital Cities Bcstg. Corp.

WTOF(FM) Canton, Ohio — Christian Broadcast Assn.

WRWR-FM Port Clinton, Ohio—R. W. R. Inc.

WFMV(FM) Richmond, Va.—Professional Bcstg. Inc.

Ownership changes

APPLICATIONS

KTUC Tucson, Ariz.—Seeks transfer of 50% of stock in **Tucson Bcstg. Co.** from **G. M. Krampert** and **E. W. Krampert** to **C. Van Haaften** (10%) **Robert Lesbock** (7%) and **Ben L. Slack** (33%); total consideration $60,000 plus assumption of liabilities. Messrs. Van Haaften and Lesbock are present owners of 25% each in licensee; Mr. Slack owns 5% of KMIN Grants, N. M. Ann. Aug. 30.

KGST Fresno, Calif.—Seeks assignment of license from **J. J. Nagel,** executor of estate of **Juan Mercado** (deceased) to **Richard E. Ryan** (51%), **Don R. Pickens** (21%), **E. L. Barker** (15%), **Hilario G. Caballero** (6.5%) and others, d/b as **International Radio Inc.**; consideration $281,000. Mr. Ryan is general manager of KLOK San Jose, Calif.; Mr. Pickens owns advertising agency; Mr. Barker owns KLOK; Mr. Caballero is announcer for KLOK. Ann. Aug. 24.

WKTX Atlantic Beach, Fla.—Seeks assignment of license from **Ocean Beach Bcstg. Co.** to **Good Music Bcstg. Co.**; consideration $75,000. **Robert C. Whitehead Jr.,** sole stockholder of assignee, is station manager of WKTX. Ann. Aug. 25.

WMAC Metter, Ga.—Seeks assignment of cp from **Radio Metter** to **William L. Coursey**; consideration $8,090 cash plus assumption of equipment contracts. Mr. Coursey owns 45% of funeral home. Ann. Aug. 24.

WBAG-AM-FM Burlington-Graham, N. C.—Seeks involuntary transfer of 69.23% of stock in **Burlington-Graham Bcstg. Inc.** from **Lawrence E. Neese Sr.** (deceased) to **Lawrence E. Neese Jr.,** administrator and present 11% owner; no financial consideration involved. Ann. Aug. 24.

KTUL Tulsa, Okla.—Seeks assignment of license from **KTUL Radio Inc.** to **Texoma Bcstg. Co. of Wichita Falls**; consideration $450,000. Sole stockholder of assignee is **Bcstg. Assoc. Inc.**; of which **Interstate Distributors Inc.** is 80% stockholder; other 20% is owned by **Raymond Huff,** who has been manager of KITO San Bernardino, Calif. Ann. Aug. 25.

Permanent record

A hard cover book containing the formal papers and an edited transcript of the ad lib discussion at Northwestern U. Law School's Aug. 3-4 radio-tv seminar (BROADCASTING, Aug. 7) will be published by the school Nov. 24 under the title "Freedom and Responsibility in Broadcasting." The manufacturing costs will be underwritten by Donald H. McGannon, president of Westinghouse Broadcasting Co., and Peter Goelet, founder of the National Audience Board.

Northwestern said last week that those who presented formal papers at the seminar would be listed as "authors" of the volume: FCC Chairman Newton N. Minow, Cincinnati Law School Dean Roscoe Barrow, NAB President LeRoy Collins, Harvard Law School Prof. Louis Jaffe and Washington Attorney W. Theodore Pierson. Chairman Minow's supplemental legal brief on the FCC's program review powers will be an appendix. The pre-publication price to Oct. 15 is $4; after that, $5. The address Northwestern University Press, 1840 Sheridan Road, Evanston, Ill.

WCPH Etowah, Tenn.—Seeks assignment of license from **Morgan Bcstg. Co.** to **McMinn Bcstrs. Inc.**; consideration $65,000. Assignee's principals include **John R. Blair, Robert W. Leonard, Lemuel H. Stephens, Clarence K. Daugherty** (each 25%). Mr. Blair owns radio repair business and has been chief engineer of WRKH Rockwood and WDEH Sweetwater, both Tennessee; Mr. Leonard is sales manager of WDEH; Mr. Stephens is staff engineer of WNOX Knoxville, Tenn.; Mr. Daugherty is mechanic. Ann. Aug. 25.

KTWO-AM-TV Casper, Wyo.—Seeks assignment of license from **Rocky Mountain Tele Stations** (partnership) to new corporation of same name; no financial consideration involved. Ann. Aug. 25.

Hearing cases

FINAL DECISION

■ Commission gives notice that July 6 supplemental initial decision which looked toward (1) granting Feb. 27 petition by Audiocasting of Texas Inc., for leave to amend its application for new am station to operate on 1580 kc, 500 w-N, 1 kw-LS, DA-2, in Waco, Tex., to bring current ownership status and financing plans up to date and to reflect last agreement between it and Horace K. Jackson Sr., to show that sole consideration for dismissal of Mr. Jackson's application for new station on 1580 kc, 250 w, D, in Tex., was subscription right to 25 % of Audio stock; (2) accepting and approving agreement; (3) granting Audio application; and (4) directing Jackson to file petition to dismiss his application, which will be granted pro forma as inseparable corollary to actions taken, became effective Aug. 25 pursuant to Sec. 1.153 of rules. Action Aug. 29.

INITIAL DECISION

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Augustine L. Cavallaro Jr., tr/as College Radio, for new am station to operate on 1430 kc, 5 kw, DA, D, in Amherst, Mass. Action Aug. 30.

Routine roundup

■ By order commission terminated proceeding in Doc. 13389 which was instituted Feb. 5, 1960, to amend broadcast rules concerning announcement of sponsored programs. This was done because, subsequently (on April 26, 1961), commission instituted separate rulemaking (Doc. 14094) proposing to amend rules to require "payola" announcements to conform with the Sept. 13, 1960 amendments to Communications Act which, among other things, redefined situations in which broadcast licensees must make sponsorship identification announcements and which added section requiring disclosure by persons other than broadcast licensees who provide or receive valuable consideration for inclusion of any broadcast matter. Action Aug. 23.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Robert F. Neathery and extended to Aug. 28 time to respond to petition by Broadcast Bureau to enlarge issues in proceeding on his application for new am station in Fredericktown, Mo., et al. Action Aug. 28.

■ Granted petition by John T. Carey Inc. (KROY) and Cal-Val Radio Inc. (KXOA) Sacramento, Calif., and extended to Sept. 5 time to reply to opposition by Jack L. and Alyce M. Powell, Joint Tenants (KVON) Napa, Calif., to joint petition to intervene, reopen record, remand and enlarge issues and petition to sever in proceeding on KVON's am application, et al., which is consolidated for hearing. Action Aug. 28.

■ Granted petition by WDUL Tv Corp. (WHYZ-TV) Duluth, Minn., and extended to Oct. 13 time to file exceptions to initial decision in proceeding on its application for mod. of cp. Action Aug. 28.

■ Granted petition by Leo Joseph Theriot and extended to Oct. 18 time to file exceptions to initial decision in matter of revocation of his license for am station KLFT Golden Meadow, La. Action Aug. 25.

■ Granted petition by Broadcast Bureau and extended to Sept. 5 time to respond to

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joint petition for reconsideration or rehearing filed by Alkima Bcstg. Co. and Howard Wasserman in proceeding on their applications and that of Herman Handloff for new am stations in West Chester, Pa., and Newark, Del. Action Aug. 24.

■ Granted petition by Broadcast Bureau and extended to Aug. 24 time to reply to petition for reconsideration of order designating for hearing and for grant of application without hearing by Andrew B. Letson (WZRO) Jacksonville, Fla., in proceeding on his am application. Action Aug. 23.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Referred to commission for its consideration and attention petition by The Hearst Corp. (WISN) Milwaukee, Wis., to intervene, comments of Broadcast Bureau on that petition, reply by Hoosier Bcstg. Corp., to petition to intervene, statement by the Hearst Corp., re comments of Broadcast Bureau on petition to intervene, and petition by Independent Indianapolis Bcstg. Corp. for extension of time in proceeding on applications of Sands Bcstg. Corp., WIFE Corp., Hoosier and Independent for new am stations in Indianapolis, Ind. Action Aug. 29.

■ Granted petition by Stratford Bcstg. Co. and dismissed without prejudice its application for new am station in Stratford, Conn., and retained in hearing status remaining applications in consolidation (Eastern Bcstg. System Inc., Brookfield, Conn., et al). Action Aug. 29.

■ Referred to commission for its consideration and attention petition by WCAE Inc. (WRYT) Pittsburgh, Pa., for leave to intervene, reply by John T. Williams to that petition, comments by Lynne-Yvette Bcstg. Co. to petition for leave to intervene or other relief, comments by Broadcast Bureau on petition and statement re comments of Broadcast Bureau on petition to intervene, by WCAE Inc., in proceeding on applications of Lynne-Yvette and John T. Williams for new am stations in Albany and Americus, Ga. Action Aug. 29.

■ Continued oral argument scheduled for Sept. 5 on petition by Mel-Lin Inc. for leave to intervene in proceeding on am application of Andrew B. Letson (WZRO) Jacksonville, Fla., and held same in abeyance pending further order of chief hearing examiner. Action Aug. 23.

■ Granted petition by Broadcast Bureau and extended from Aug. 25 to Sept. 6 time to file proposed findings on issues 9 and 10 in proceeding on applications of Beacon Bcstg. System Inc., and Suburban Bcstg. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Aug. 23.

■ Scheduled prehearing conference for Oct. 6 and hearing for Oct. 30 in proceeding on applications of Higson-Frank Radio Enterprises and Irving E. Penberthy for new am stations in Fresno, Calif. Action Aug. 23.

■ Granted petition by Lake Zurich Bcstg. Co. and dismissed without prejudice its application and retained in hearing status application of Kenosha Bcstg. Inc., both for new fm stations in Kenosha, Wis. Action Aug. 23.

By Hearing Examiner Basil P. Cooper

■ Granted motion by applicant and continued evidentiary hearing from Sept. 6 to date which will be specified within 10 days after commission has acted on presently pending petition for reconsideration and grant without hearing in proceeding on am application of Andrew B. Letson (WZRO) Jacksonville, Fla. Action Aug. 23.

By Hearing Examiner Isadore A. Honig

■ Granted request by Kenneth G. Prather and Misha S. Prather and extended date for exchange of applicants' direct hearing exhibits from Aug. 25 to Sept. 1 in proceeding on their application for new am station in Boulder, Colo., et al. Action Aug. 23.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and continued indefinitely certain procedural dates in proceeding on am applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al, including hearings (Sept. 24 and Oct. 10) and prehearing conference (Oct. 3). Action Aug. 24

■ Denied motion by Grossco Inc. to strike proposed findings and conclusions by Interstate Bcstg. Inc., in proceeding on Grossco's application and that of Berkshire Bcstg. Corp., for new am stations in Hartford and West Hartford, Conn. Action Aug. 22.

■ Granted petitions by Monroeville Bcstg. Co and by Broadcast Bureau and extended to Sept. 1 time to file oppositions or replies to petition by Carnegie Bcstg. Corp. to add Evansville issue in consolidated am proceeding on applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al. Action Aug. 21.

■ Granted petition by Regional Bcstg. Co. and severed from consolidated proceeding in which it was heard its application for new am station in Halfway, Md. and retained The Monocacy Bcstg. Co. as party to severed proceeding Action Aug. 21

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and extended to Sept. 1 time to reply to petition by Tinker Area Bcstg. Co. for leave to amend its application for new am station in Midwest City, Okla., which is consolidated for hearing. Action Aug. 24

■ Granted motion by Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif., and ordered that new deadline for filing of proposed findings on all phases of proceeding in matter of mod. of its license is established as 20th day after date on which record is to be closed again as prescribed by Sec. 1149(a) of rules and that no further request for extension will be granted for any reason whatsoever. Action Aug. 23.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Elgin Bcstg. Co. (WRMN) Elgin, Ill.. and corrected transcript of hearing in proceeding on its am application, et al., which is consolidated for hearing. Action Aug. 29.

■ Granted motion by McLean County Bcstg. Co., Normal, Ill., and extended to Sept. 15 time to respond to petitions by Quincy Bcstg. Co. (WGEM) Quincy, Ill., and Rockford Bcstrs. Inc. (WROK), Rockford, Ill., for leave to amend their am applications, and continued date for exchange of exhibits from Aug. 31 to Sept. 25, notification of witnesses desired for cross-examination from Sept. 8 to Oct. 3., and hearing from Sept. 13 to Oct. 9. Action Aug. 23.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of Aug. 29

KCFH Cuero, Tex.—Granted involuntary assignment of license to Margaret Respondek, individually and as community administrator of estate of Alphonse M. Respondek, deceased.

WNBE-TV New Bern, N. C.—Granted assignment of cp to Piedmont Tv Corp.

WIAC-FM San Juan, P. R.—Granted license for fm station.

KLEN-FM Killeen, Tex.—Granted mod. of cp to change type trans., subject to submission of sufficient data in accordance with Sec. 3.250 of rules for type acceptance of trans.

KTAL-TV Texarkana, Tex.—Granted mod. of cp to change type trans.

Actions of Aug. 28

WDAU-TV Scranton, Pa.—Granted mod. of license to make minor change in visual trans. (main trans. & ant.).

■ Following stations were granted mod. of cps to change type trans.: WFAX Falls Church, Va.; KIST Santa Barbara, Calif.: WEEW Washington, N. C.; WMFJ Daytona Beach, Fla.; WERA Plainfield, N. J., and specify studio location.

WERA Plainfield, N. J.—Granted cp to install new trans. at main trans. location for auxiliary purposes.

■ Following stations were granted extensions of completion dates as shown: WMEW Baltimore, Md., to Jan. 4, 1962; KBER San Antonio, Tex., to Dec. 7; KGTV (TV) Pocatello, Idaho, to Feb. 28, 1962; *WSIU-TV Carbondale, Ill., to Feb. 1, 1962.

■ Approved specifications submitted by Kentuckiana Tv Inc., for operation of WLKY(TV) Louisville, Ky., on ch. 32 pursuant to report and order which substituted ch. 32 for ch. 51 and modified WKLY authorization accordingly, effective August 7; ERP vis. 234 kw, aur. 120 kw, ant. 230 ft.

Actions of Aug. 25

■ Granted cps for following new vhf tv translator stations: Apple Valley Tv Assn. Inc. on chs. 9, 11, 13, 8, 10, 12 Rural Rock Island and Malaga area, South Wenatchee and Lower Squilchuck area, Cashmere, rural upper Squilchuck, rural Monitor area, rural Baker Flat area, all Washington, to translate programs of KREM-TV ch. 2 Spokane, Wash., via ch. 7 Wenatchee and East Wenatchee area (Jump Off Ridge), Wash., KXLY-TV ch. 4 Spokane, Wash., via ch. 74 Wenatchee and East Wenatchee area (Jump Off Ridge), KHQ-TV ch. 6 Spokane, via ch. 77 Wenatchee and East Wenatchee area (Jump Off Ridge), KREM-TV ch. 2 Spokane Wash., via ch. 7. Wenatchee and East Wenatchee area (Jump Off Ridge) via ch. 8 South Wenatchee and lower Squilchuck area (Badger Mountain), Wash., KXLY-TV ch. 4 Spokane, Wash. via ch. 74 Wenatchee and East Wenatchee area (Jump Off Ridge), Wash., via ch. 10 South Wenatchee and lower Squilchuck area (Badger Mountain), Wash., KHQ-TV ch. 6 Spokane, Wash., via ch. 77 Wenatchee and East Wenatchee area (Jump Off Ridge), Wash. via ch. 12 South Wenatchee and lower Squilchuck area (Badger Mountain), Wash.

■ Granted licenses for following am stations: WRJS San German, P. R.; KFRA Franklin, La., and specify type trans.; KWSL Grand Junction, Colo.; KATO Safford, Ariz., and specify type trans.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: WSIC Statesville, N. C., and WHOU Houlton, Me.

WBRB Mt. Clemens, Mich.—Granted license covering changes in DA system and change of ant.-trans. location.

WRIG Wausau, Wis.—Granted cp to install new trans.

KPAC-TV Port Arthur, Tex.—Granted cp to utilize bottom half of licensed ant. at main trans. and ant. location for auxiliary ant. facilities; conditions.

WLAY Muscle Shoals, Ala.—Granted mod. of cp to change type trans.

KSUD West Memphis, Ark.—Granted mod. of cp to change trans. location and type trans.

KATQ Texarkana, Tex.—Granted mod. of cp to change type trans.

KFMW San Bernardino, Calif.—Granted change of remote control authority; condition.

KLUK Evanston, Wyo.—Granted authority to operate from 6:30 a.m. to 6:30 p.m. weekdays and Saturdays and from 8:00 a.m. to 4:00 p.m. on Sundays except for special events for period ending Nov. 30.

■ Following stations were granted extensions of completion dates as shown: KCDI Kirkland, Wash., to March 4, 1962; KEEL Shreveport, La., to Jan. 1, 1962; WZUM Carnegia, Pa., to Dec. 7; KVEC-FM San Luis Obispo, Calif., to Jan. 1, 1962; KPOL-FM Los Angeles, Calif., to Nov. 1; KVOX-FM Moorhead, Minn., to March 18, 1962; WYCR(FM) York-Hanover, Pa., to Jan. 15, 1962; WAJC(FM) Indianapolis, Ind., to Nov. 30; KOBY Tucson, Ariz., to Jan. 4, 1962: WKFE Yauco, P. R., to Nov. 6; WBNB Charlotte Amalie, St. Thomas, V. I., to March 11, 1962.

Actions of Aug. 24

KPAC-TV Port Arthur, Tex.—Granted mod. of cp to change type ant., and make other equipment changes in ant. system (main trans. and ant.).

KIBS Bishop, Calif.—Granted increased daytime power on 1230 kc from 250 w to 1 kw. continued nighttime operation with 250 w, and install new trans.; conditions.

■ Granted licenses for following am stations: KEDD Dodge City, Kan., condition: WSKT Colonial Village, Tenn.

WTHE Spartanburg, S. C.—Granted license covering change of main studio location, deletion of remote control operation and installation new trans.

WFTM Maysville, Ky.—Granted license covering installation of new trans. and remote control operation.

WGPC Albany, Ga.—Granted license covering increase in daytime power and installation of new trans.

WEKR Fayetteville, Tenn.—Granted license covering increase in daytime power and installation of new trans.

WESX Salem, Mass.—Granted license covering increase in daytime power, installation of new trans. and DA for daytime use.

WARK Hagerstown, Md.—Granted license covering increase in daytime power and installation of new trans.

WJOI Florence, Ala.—Granted mod. of license to operate trans. by remote control (by employees of station only).

KCCL Paris, Ark.—Granted mod. of license to change name to Logan County Bcstg. Co.

KGIN-TV Grand Island, Neb.—Granted mod. of cp to change ERP to vis. 278 kw, aur. 139 kw, type trans., type ant., and make changes in ant. system; ant. 1,010 ft.

KSEA(FM) San Diego, Calif.—Granted mod. of cp to change ant.-trans. location, decrease ant. height to 97 ft., and increase ERP to 29.5 kw; and extension of completion date to Oct. 18.

WENZ Highland Springs, Va.—Remote control permitted.

KBLU Yuma, Ariz.—Remote control permitted.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 31

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,576	44	111	852
FM	862	62	187	141
TV	486[1]	60	88	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 17

	VHF	UHF	TV
Commercial	466	79	545
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

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[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Actions of Aug. 23

■ Granted cps for following new vhf tv translator stations: Iron County on chs. 12, 10 and 8 Kanarraville and New Harmony, Utah, to translate programs of KSL-TV ch. 5 Salt Lake City, Utah, via ch. 13 Beaver City, Utah, via ch. 5 Enoch, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, via ch. 4 Enoch, Utah, KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Beaver City, Utah, via ch. 2, Enoch, Utah.

■ Granted licenses for following am stations: WPUP Gainesville, Fla., and specify studio and remote control location; WEND Ebensburg, Pa., and specify studio location; WRSC State College, Pa., and specify studio and remote control point; KAPY Port Angeles, Wash.

■ Granted licenses for following fm stations: WCRT-FM Birmingham, Ala.; WAAB-FM Worcester, Mass.; KHOM Turlock, Calif. KTIM-FM San Rafael, Calif.; KDEF-FM Albuquerque, N. M.

WMUU-FM Greenville, S. C.—Granted license covering increase in ERP, change in ant. height, installation of new trans., ant., and changes in ground system.

WEPM Martinsburg, W. Va.—Granted license covering increase in daytime power and installation of new trans.

WFLM(FM) Fort Lauderdale, Fla.—Granted license covering change of trans., increase in ERP and decrease in ant. height.

WJDX-FM Jackson, Miss.—Granted license covering installation of new trans. and ant. at main trans. site as auxiliary trans.

WMBD-FM Peoria, Ill.—Granted license covering installation of new trans., change trans. location, ant. and ant. system, increase ERP and ant. height, and deletion of remote control.

■ Granted cps for following new vhf tv translator stations Peetz Lions Club on ch. 8 Peetz, Colo., to translate programs of KOA-TV ch. 4 Denver, Colo.; Pioneer Tv Assn. on chs. 10, 6 and 4 Indian Springs, Nev. (KLRJ-TV ch. 2 Henderson, KSHO-TV ch. 13 Las Vegas, and KLAS-TV ch. 8 Las Vegas, all Nev.). Townsend Tv Club on ch. 10 Townsend, Mont. (KXLF-TV ch. 4 Butte, Mont.); Quinault Tv Inc. on ch. 10 Quinault, Wash. (KING-TV ch. 5 Seattle, Wash.); Battle Mountain Tv Assn. on chs. 4, 6 and 2 Minturn and Gilman, Colo. (KFBC-TV ch. 5 Cheyenne, Wash. via ch. 7 Minturn, Eagle and Eagle River Valley (Castle Peak), Colo., KOA-TV ch. 4 Denver, Colo., via ch. 10 Minturn, Eagle and Eagle River Valley (Castle Peak), Colo., and KBTV ch. 9 Denver, Colo., via ch. 2 Kremmling (Yust Ranch), Colo., via ch. 13 Minturn, Eagle and Eagle River Valley (Castle Peak), Colo.).

WIFI(FM) Philadelphia, Pa.—Granted license covering installation of new trans., ant.. and change ant. height.

WFBR Baltimore, Md.—Granted license covering installation of new trans. as auxiliary trans. with remote control operation.

WFUN South Miami, Fla.—Granted license covering installation of auxiliary trans.

WFKY Frankfort, Ky.—Granted license covering use of old main trans. as auxiliary trans. at main trans. location with remote control operation.

WMAK Nashville, Tenn.—Granted mod. of license to change name to WMAK Inc.

WABC New York, N. Y.—Granted cp to install new auxiliary trans. at present main trans. location: remote control permitted; without prejudice to whatever action Commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in the report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted by commission.

WTTN-FM Watertown, Wis.—Granted mod. of cp to make changes in trans. equipment (transmission line) and increase ERP to 10 kw.

WKET-FM Kettering, Ohio—Granted mod. of cp to change studio and ant.-trans. location, type trans., ant. system (decrease height), ant. 70 ft., and decrease ERP to 27 kw; condition.

KCIB(FM) Fresno, Calif.—Granted mod. of cp to increase ERP to 48 kw. change type trans. and type ant.; conditions.

WQMF(FM) Babylon, N. Y.—Granted mod. of cps to change type trans. and type ant.

KAPP(FM) Redondo Beach, Calif.—Granted mod. of cp to make change in ant. system (install new ant.) and change ERP to 1 kw (horizontal) and 450 w (vertical).

***WNUR(FM) Evanston, Ill.**—Granted mod. of cp to change type trans., ant., and decrease ERP to 1.05 kw; condition.

■ Following stations were granted extensions of completion dates as shown: **WVCA-FM Gloucester, Mass., to April 23, 1962; KXQR(FM) Fresno, Calif., to Sept. 30;** KVEN-FM Ventura, Calif., to **Dec. 28; KVEL** Vernal, Utah. to Nov. 7; **WSLS Roanoke,** Va., to Dec. 20; **KQV-FM Pittsburgh. Pa.,** to Jan. 1, 1962, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommenadtions set forth in report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted by commission.

KQBY-AM-FM San Francisco, Calif.—Granted extension of authority to Oct. 16 to remain silent pending action on applications for assignment of license to Atlas Bcstg. Co.

Actions of Aug. 22

■ Granted cps for the following new vhf tv translator stations: Sweetwater Tv Assn. on ch. 3 Sweetwater Creek, Colo. to translate programs of KFBC-TV ch. 5, Cheyenne, Wyo., via ch. 7 Eagle (Castle Peak), Colo.; Kanab Lions Tv on chs. 5 and 2 Kanab, Utah, and Fredonia, Ariz. (KLRJ-TV ch. 2 Henderson, Nev.. via K10BW Santa Clara and Wash. (Beaver Dam Mountains). Utah, via ch. 2 Fredonia, Ariz., and KLRJ-TV ch. 2 Henderson, Nev. via K10BW Santa Clara and Wash. (Beaver Dam Mountains), Utah); Carbon County on chs. 12, 10 and 8 Scofield, Utah (KSL-TV ch. 5, KCPV-TV ch. 4 and KUTV ch. 2 all Salt Lake City, Utah); Ferdinand Tv Service on chs. 7, 9 and 11 Ferdinand, Idaho (KXLY-TV ch. 4, KREM-TV ch. 2 and KHQ-TV ch. 6 all Spokane, Wash., conditions); Santa Rita Tv Assn. on chs. 7 and 2 Santa Rita. N. M. (KELP-TV ch. 13 and KROD-TV ch. 4 both El Paso, Tex.); Iron County on chs. 3, 8, 10, 2, 4, 5, 7, 9 and 11, Parowan, Enoch, Modena and Beryl Junction, Cedar City and Iron Springs, Utah (KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Beaver City, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, KSL-TV ch. 5 Salt Lake City, Utah via ch. 13 Beaver City, Utah, KSL-TV ch. 5 Salt Lake City, Utah, via K12AQ Milford, Utah, KCPX-TV ch. 4 Salt Lake City, Utah. via K10AL Milford, Utah, KUTV ch. 2 Salt Lake City, Utah, via K08AO Milford. Utah, KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Beaver City, Utah, via ch. 2 Enoch, Utah, KCPX-TV ch. 4 Salt Lake City. Utah, via ch. 11 Beaver City, Utah, via ch. 4 Enoch, Utah).

Iron County, Cedar City & Iron Springs, Utah—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KSL-TV ch. 5 Salt Lake City. Utah. via ch. 13 Beaver City, Utah, via ch. 5 Enoch, Utah.

Rulemakings

PETITIONS FILED

Sec. 3.606: Alfred E. Anscombe, WBJA-TV Binghamton, N. Y. (8-22-61)—Requests amendment of rules so as to assign ch. 34 to Binghamton, N. Y., by making following proposed changes:

	Present	*Proposed*
Binghamton, N. Y.	12—, 40, *46—, 56+	12—, 34, 40, *46+
Ithica, N. Y.	*14+, 20—	*14+, 56+
Wilkes Barre, Pa.	28, 34	28, 73

Further requests that WBJA-TV be ordered to show cause why its authorization for ch. 56 should not be modified to specify operation on ch. 34 at Binghamton. Ann. Aug. 25.

Sec. 3.606: Alvarado Tv Inc. KOAT-TV Albuquerque, N. M. (8-22-61)—Requests amendment of rules so as to delete ch. 2 assigned to Santa Fe, N. M., and assign ch. 2 to Albuquerque, N. M. or, in alternative, to change assignment of ch. 2 so as to make it available in both Santa Fe and Albuquerque as hyphenated assignment: "Albuquerque-Santa Fe, N. M." Ann. Aug. 25.

Sec. 3.606: Rankin Fite & Robert H. Thomas, Hamilton, Ala. (8-22-61)—Requests amendment of rules so as to alocate ch. 25 to Hamilton, Ala., by making following proposed changes:

	Present	*Proposed*
Hamilton, Ala.	None	25
Humbolt, Tenn.	25	49

Ann. Aug. 25.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully Box 566G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets, expecting power increase this year making it equally competitive with all others in market. Send complete resume to Box 577G, BROADCASTING.

Southern group—top-rated metro stations —expanding—seeking two potential managers as salesman—30-40, married. Guarantee—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

Manager—experienced country-western operation. Large metropolitan eastern market. Young, aggressive ownership. Box 768G, BROADCASTING.

Sales manager of proven sales ability. Good money for a man with ideas and desire to work. Midwest station. Box 874G, BROADCASTING.

Commercial manager, metropolitan in first twenty-five markets. Must be selling manager, local level. Box 886G, BROADCASTING.

Sales

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Salesman—large metropolitan area. New management. WSOQ, No. Syracuse. Box 769G. BROADCASTING.

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10,000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

Wanted . . . Sales manager, 5000 watts, major market station in N. Carolina. Must be excellent salesman. Top salary. Apply Box 845G, BROADCASTING.

Great opportunity in metropolitan market. Salary and commissions. Box 887G, BROADCASTING.

Selling, sales manager for 100,000—2 station market. Niagara Falls, N. Y. Security and good earnings for sound man. Box 890G, BROADCASTING.

$350.00 plus commission. Call Jack Powell, KVON, Napa, California. BAldwin 6-2023.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Experienced announcer desiring extra income thru sales. KTFI, Twin Falls, Idaho.

AM-FM—Soon to be "Baltimore's First Stereo Station"—interested in expanding sales staff-producer has future. Earnings commensurate with experience. Contact Charles Gerber, WAQE, 26 W. Pennsylvania Avenue, Towson 4, Maryland.

Help Wanted—(Cont'd)

Sales

Five figures easy for real hustler. Liberal draw, commission, expenses. Agencies, direct list. Personal interview, contact General Manager, WHIM, Providence, Rhode Island.

Veteran Sportscaster. Seeking permanent position 25,000-100,000 market. Can double as pd, newscaster, staff, disc and/or sales. Box 916G, BROADCASTING.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in mind. Organization owns several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based on proved success with us. Send complete resume to North America Broadcasting Company, 366 South Fifth East, Salt Lake City, Utah.

Wanted: Top sales manager. Draw against commissions. Write Mr. Burt Squire, Geneva Hotel, Geneva, Ill.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street. Minneapolis 2, Minn.

Announcers

Top power station in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll. Send audition, background and photo first letter to program director. References will be checked. Box 750G, BROADCASTING.

"Ayem" humorous deejay to replace one we may lose to service. Adult music station in major market fringe. Funny but not silly, run own board. Many benefits. Send details, salary expected, and tape to Box 765G, BROADCASTING.

Montana network station needs quality first phone announcer. Excellent opportunity for experienced man to join solid operation. Forward resume including character and credit references. Box 782G, BROADCASTING.

Virginia full time network station needs announcer. Will consider beginner with potential. Tape and resume first letter. Box 786G, BROADCASTING.

Nation's highest rated chain has opening for bright and aggressive afternoon traffic D.J. Must have warm and happy personality, with emphasis on tight production. Send tape, photo and resume, including references. Box 790G, BROADCASTING.

Pleasant adult voice with radio experience for nighttime fm good music station. Capable of doing some play by play sports and also opportunity for some sales plus commission. Box 797G, BROADCASTING.

Morning man-program director. Network station. Experienced, no screamer. Northeast Box 847G, BROADCASTING.

Midwest regional network affiliate needs mature voiced announcer. Adult programming. Long established station. Send recent tape, recent photo, complete information of age, experience (both announcing and board) marital status and salary expectations. Box 850G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

2 swinging personality DJ., first phone. straight delivery, all new c/w station. Beautiful northwest area, outstanding hunting, fishing, water sports, etc. Moderate climate, must be experienced and polished. Box 853G, BROADCASTING.

Gals! If you're pretty, witty and mellow voiced; can run a modern style dj show and double in sales or office; send tape, picture, resume and references to Box 855G, BROADCASTING.

Weekend announcer. North Jersey, 1½ hours drive from New York. Box 829G, BROADCASTING.

Kentucky station needs combination engineer-announcer, air-time 24 hours weekly; combination sales-announcer, air-time 20 hours weekly; also needs additional announcer, air-time 44 hours weekly. Immediate openings for competent personnel. Well-known dependable operation. Send resume of training, experience, picture and tape. Box 879G, BROADCASTING.

Mature announcer for personality show. Background in other departments, helpful. Security with solid New York State station. Must be reliable. Box 888G, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Experienced Texas announcer wanted. News and good music. $75 weekly. Vacations and good working conditions. Audition in person 1 to 3 p.m., Monday thru Friday or send tape, picture and resume to KNET, Palestine, Texas.

Alaska—top rated 5 KW. Good pop. Experienced DJ. plus news. $700 mo. start. No beginners. KHAR, Pouch 7-016, Anchorage.

Going nights in October. Need ambitious evening announcer with first phone for college audience. Salary includes base guarantee for selling and servicing local and regional accounts. Send tape-resume to KLGN, Logan, Utah.

Newsman's newsman for swinging, powerful, persuasive department. Mature voice and presentation. Now. KSTT, Davenport, Iowa.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

5000 watt daytimer in Great Plains needs announcer with emphasis on news and sports, who can also service accounts and write copy. Must be willing to live in small agricultural town and fit into good music format. Send air-check, picture, resume, and references regarding past employment, character and credit. Working conditions fine, salary open. Sales helpful. Contact Al Clark, Gen. Mgr., KWYR, Winner, S. D.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Help Wanted—(Cont'd)

Announcers

Announcer wanted, some experience, must be able to read, have voice. Available at once. Send tape, resume and photo to WEPM, Martinsburg, West Virginia. Telephone AM 3-5252.

WIRK, top rated Florida Gold Coast formost station needs experienced morning man strong on news. Send air-check as dj and newscaster and full resume including armed forces recall status to Box 2148, West Palm Beach, Florida.

Need disc jockey who can assist with play by play sports. Position available because of service call-up. Send tape, resume or call WIZE, Springfield, Ohio.

Excellent opportunity for bright, sharp morning man. Immediate opening. Beautiful college community situated in recreational tourist area. Better than average salary. Send tape and resume to James McDonald, WMGW, Meadville, Pennsylvania.

Good announcer with first phone, capable of routine maintenance ideal working conditions with adult station in southeast Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida. Les Combs.

Progressive radio station seeking solid, happy voiced announcer. Production a must. $90.00 if worth it. Send tape, picture and particulars to wTHE Radio, Spartanburg, S. C.

Quality Illinois (not Chicago) regional fulltimer needs a bright, mature professional, adept with board, smooth but strong delivery. If have news gathering and writing ability, so state. Fine opportunity; liberal pay and benefits. Permanent, prefer family man. Pleasant, prosperous community. Write resume, references and salary requirements to Box 914G, BROADCASTING.

Immediate opening WIBX, Utica, New York for experienced, compatable personality. Versatility, reliability, showmanship required. Opportunities rewarding. Personal interview after tape, photo, resume. State salary requirements. Box 915G, BROADCASTING.

Announcer-copywriter. Accent on news. $400 to $433 per month start. KBRZ Freeport, Texas.

Announcer with 1st phone. Small market. Permanent job. References required. Aubrey Mays, KSML, Seminok, Texas.

Immediate-announcer, first phone. 5 kw-full time, small market. Possible pd opening. Relaxed programming. Heart of nation's best hunting and fishing. Will train, must be permanent. KSVC—Richfield, Utah. Call Bill King, Manager, TW-6-4456.

New Illinois daytimer needs experienced dj plus news director by October 1st. Rush tape, resume, and pix to Jerry Collins, 5 Ryan, Bloomington, Illinois.

Wanted: 3 dj's. First class ticket. $400 per month. Write Mr. Burt Squire, Geneva Hotel, Geneva, Ill.

Experienced combo announcer-production, announcer-sales, or announcer-first class license. Box 1056, Twin Falls, Idaho.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

North Carolina daytimer needs chief engineer with announcing secondary. Experience necessary. Box 752G, BROADCASTING.

Daytimer needs chief engineer-announcer. Announcing secondary. Prefer man who has done installation. Small market in North Carolina. Box 753G, BROADCASTING.

Man who is now chief engineer or assistant. Experienced in all phases of broadcast equipment, maintenance and operation and now has a sincere desire to step up to a responsible sales position with broadcast equipment manufacturer. Box 911G, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer needed for midwest 5 kw directional station. $575 per month plus fringe benefits. Minimum 4 years experience as chief. Box 794G, BROADCASTING.

Qualified engineer wanted, with knowledge of RCA 10,000 watt transmitter, Collins equipment, RCA magnetic disc, able to handle full studio maintenance. Production knowledge an asset. Large metropolitan eastern station. Starting salary, $6,500.00 per year. Apply Box 884G, BROADCASTING.

Chief engineer—suburban Chicago. 5 kw 6 tower am. 180 kw-fm. Two multiplex channels. Immediate opening. Permanent position fast growing station. Both transmitters new. Station under same ownership-management as when established 16 years ago. Complete details including salary requirements first letter or phone call. E. A. Wheeler, WEAW, Evanston, Ill., UN 4-7600.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Continuity writer. Experienced. 1,000 watt independent in midwest market. Send details, references and salary requirements. Box 821G, BROADCASTING.

Experienced man for local news and sports little announcing. Emphasis on news. Medium northeast market. References required. Box 889G, BROADCASTING.

Positions open in both radio and television continuity. Fine opportunity with progressive organization in South Dakota's largest city. Send complete resume, including copy samples and recent photo, to John Kurtz, KSOO TV, Inc., 205 North Phillips, Sioux Falls, South Dakota.

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full particulars in exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

Top flight major market indie has immediate opening for hard-hitting newsman. Number One station with 7-man news staff serving 4-city metro market. Prefer young aggressive newsman with newspaper or wire service experience. Will consider others. Top salary. Send letter with full background, references and audition tape to WGH Radio, P. O. Box 98, Newport News, Virginia. All tapes returned.

SITUATIONS WANTED

Management

Manager—present station 3 years as manager. 13 years in radio-sales, production, copy, programming, board, news and administrative. Want small market station. Will accept stock as part of salary upon my proven performance. Box 760G, BROADCASTING.

General Advt. Mgr. Strong in sales-promotion-publicity; travel anywhere. Interested in top-level sales-management or sound syndicated selling program . . . radio or tv. Box 764G, BROADCASTING.

Radio veteran soliciting manager, assistant manager opportunity with solid organization. Mature, healthy, energetic, no personality quirks. Inquiries handled discreetly. Location open. Box 805G, BROADCASTING.

Major market radio . . . 18 years experience. 7 years successful management. Excellent sales record and on-air personality. Present owners will give top-line recommendations. Box 832G, BROADCASTING.

Manager, sales manager. Currently employed as account executive with 7 years major market experience. Excellent production record. Late twenties, family man, honest, sober. Full radio background. Box 864G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—over 12 years experience in medium to small market. Expert operating at lowest overhead. Have first phone. Texas or west preferred. Box 848G, BROADCASTING.

Exp. country and western—15 years exp. I want a station managers job. Full time c&w. I have a good job—want a better one—can handle all jobs including managers job. Ready now. Family man. Best References. Box 876G, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Wanted: Permanent home for versatile talent. Twenty-two years all phases. Electronics and Broadcasting. Productive results managerial, sales, programming, "on mike," all categories engineering. Looking for medium or small market station, with or without video, where results pay off in dollars and future. Prefer New England or West Coast but will consider all. Reply Box 817G, BROADCASTING.

Sales

See "wanted" under management

Announcers

See "wanted" under management

Negro announcer—d.j. married — college bright happy sound—double as newscaster, fast broad—seeks permanent position. Box 661G, BROADCASTING.

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

Negro, dj announcer, newscaster. Married. References. Will travel. Run control board. Box 721G, BROADCASTING.

Young combo man w. 1st phone. Limited experience. Prefer small town. No c & w. Available after September 10. Box 751G, BROADCASTING.

Announcer: Strong news. Production commercials. Excellent music presentation. Not a screamer. An asset to your staff. Experienced. Medium to large market only. Box 758G, BROADCASTING.

Happy personality DJ. Presently mornings as wake up "smiling" man. 7 years. Top 40 or middle music, either way. Now at $130. Box 772G. BROADCASTING.

Top rated morning dj with production know how seeks sound future with progressive metro. Box 796G, BROADCASTING.

Announcer, good appearance, strong news, commercials and dj, college and travel. board operator. Good voice personality. Box 807G, BROADCASTING.

Excellent commercial manager. Dynamic newscaster. Top flight disc jockey. Presently employed. $125.00 minimum. Desire southern California. Consider all offers. Box 820G, BROADCASTING.

Bright, humorous, intelligent, sincere, disc-jockey striving to be the best.. 7 years on the air, currently with radio-tv outlet in large city, looking east, west, north, south for opportunity. Age 27, married, must have $150 weekly. Box 822G, BROADCASTING.

Announcer-engineer, single, B.S. in business administration-mgt., Lehigh University with 4 years practical experience, wishes position with young western organization. Box 828G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, news, sports, looking to relocate. Box 834G, BROADCASTING.

Experienced announcer. Available, married, settled. Presently employed. Programming and some sports. Willing to travel. Box 835, BROADCASTING.

Fully versed! Modern radio, five years experience anncr-pd, can sell. Wishing to move into a semi-metro market, tight board, best references, married. Box 836G, BROADCASTING.

Tell me what you want! I want to eliminate 20 to 30 of top 100 for a family sound. Experience all phases, with bright witty original show. Family man, also interested in tv, with network voice. Will answer all. Two weeks needed. Box 837G, BROADCASTING.

DJ, newscaster. Tight board—bright sound —experienced, informative news. Box 842G, BROADCASTING.

Mr. Manager! Fall midmorning line-up incomplete? Shore up your schedule with a top personality-program combination designed for housewives. Chicago & Kansas City agencies used it with overwhelming success. It attracts and holds an audience (2-3 hours daily) greater than the total of 8 competitors. Taped listener comments are fabulous. (I kid you not, it's Paar for the course!) Hearing is believing! I'm ready to dig for gold in your mid-morning, plus offer 15 years of proven promo ideas, am/dj, excellent references, and national magazine(s) feature writer background which adds to the air image. Married, family, responsible. Interested? Write Box 865G, BROADCASTING.

Radio-tv announcer 10 years experience. Qualifications include radio-tv news director including mobile units, writing, covering, filming, broadcasting. Sports, high minor league baseball, major college football and basketball, golf, bowling. Top disc jockey for several years. Personal interview if situation warrants. Consider top position only. Box 866G, BROADCASTING.

Negro staff announcer—dj. Possess first phone. Five years experience in white and negro major markets. All nite show—morning top forty—r&b. Afternoon experience. Single. Car. Box 869G, BROADCASTING.

Attention Ohio-Indiana-Kentucky. Experienced Dayton dj. Play by play sportscaster. Have worked tv. Box 870G, BROADCASTING.

Ambitious, young, go-getter, announcer. Experienced, bright, tight, creative performer. Box 873G, BROADCASTING.

A-1 morning man—excellent references, no drifter. First phone, no maintenance. Four years experience—tight production. Good air sell, competitive, good emcee, excellent remote—within 100 miles of Twin Cities. Box 878G, BROADCASTING.

Need help? Young man desires start in radio. Trained voice, broadcasting school, some college, third phone. Box 883G, BROADCASTING.

Midwest: nine years. Solid references. Veteran. College. Finest background. Know formula, standard radio. News experience. Operate tight board. Production knowledge. Want to return. Box 894G, BROADCASTING.

Stop—look no more—here's dj, production and program director who has 6 years experience in all phases of modern radio. Married, with service obligations completed. Looking for a home in a medium or large market. In the past 3 years has had a number one pulse rating in a medium market. No prima donna, love work. Minimum salary $140 per week. Interested, write Box 879G, BROADCASTING.

Experienced dj. Family man, tight board, happy sounds, willing to travel. Box 900G, BROADCASTING.

Top notch announcer—five years experience—looking for step up. Strong dj—news —play by play all sports. Interview available. Box 901G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, negro, magnetic personality, plenty of drive, tape available. Box 902G, BROADCASTING.

Attention: Hawaii, Florida, and gulf coast. Top flight announcer, 1st class engineer. 15 years experience in engineering announcing and management. Available after two weeks notice. Box 903G, BROADCASTING.

You aren't real. After six years radio—almost two with a major chain—I'm convinced all stations are run by bookkeepers, not radio men. If you can prove me wrong you'll get everything I have. Top rated dj in major market when the rest of my station is third; masters in psychology; experienced in-program direction; network operation; news, production, special events, some sports and tv, but primarily a dj. I can rock, swing, glide or bounce, adult or teen. My show takes listening and my listeners listen—and buy! I'm not cheap but I deliver. If you are real radio, in a major market, believe in promotion and refuse to sacrifice long term benefits for short term gains. . . . Then I know you don't exist—but if you do, I don't care if you don't hire me—just renew my faith in the medium by telling me you are there. Box 904G, BROADCASTING.

Announcer want to settle down . . . not a floater or a prima donna. Tight production. Married. Bright sound. Box 906G, BROADCASTING.

Beginning fm network dj in nation's capital wants to move into am. Graduate of professional school with 6 months air experience. Box 908G, BROADCASTING.

Have first phone and anxious to learn announcing. Decent voice and high I.Q. Will relocate in your area Veteran, 31, mature, no drifter. Keith Balfour, 6239 Stefani Dr., Dallas, Texas. EM 1-0337.

Announcer-deejay wants work immediately. Willing to work and travel. Have a little experience in news and sales. Contact Darrell Denstedt, 683 N. Gordian. Burns, Oregon, or call 4621.

Experienced announcer all phases. Strong on country and gospel. Family man. Contact Bob Henderson, 531 Manchester St., Barbourville, Ky. Have sold part time.

Negro news announcer and d.j. Expertly trained. College and army experience. Robert McKinney, 4294 Larchmont, Detroit 4. Michigan.

Available now: Chicagoan, $winging dj, comboman: rated #2. In major Texas market, promote hop$. Hot on ale, excellent recommendations. Family man, $alary open. "I'll travel anywhere, where the opportunities are." Write Chuck Kollias, 1217 So. Scoville, Berwyn, Illinois. Call Gunderson 4-2434 evenings.

Technical

See "**wanted**" under management

First phone engineer with car, presently employed, wants position in northeast. Single, sober. No announcing. Box 833G, BROADCASTING.

Engineer, first phone, good on maintenance —some announcing experience but needs polishing. Desires job as combination man. Box 862G. BROADCASTING.

First phone, RCA graduate, some studio. Engineer experience, references. Box 877G, BROADCASTING.

Community minded, veteran, strong maintenance: fair news, not a rag-chewer. Box 881G, BROADCASTING.

Technical school graduate. Eleven years radar development, maintenance. Eight years writing, transistor circuit development. First phone with radar endorsement. Box 892G, BROADCASTING.

FM background, sound systems and multiplex installation and service. New. Lining up orders. Reserve early. Salary. Call answering service MA 9-4447, Sound-builders. Write Rt. 4, Box 420-A, Ocala, Florida.

Situations Wanted—(Cont'd)

Production—Programming, Others

See "**wanted**" under management

Record librarian desires position with NYC station. Thoroughly experienced in all phases of recording industry and the classification and catagorizing of records. Box 714G, BROADCASTING.

Program director and production manager with eleven years experience. Top rated dj in every market. Journalism college graduate, strong on news and sports. Ready for bigger market, better pay. Box 780G, BROADCASTING.

Program-Production manager. Seek large or small station needing man to take charge of programming. Ten years experience. College. Impressive record. Strong on music programming, spot production, new ideas. Box 781G, BROADCASTING.

Tops in copy, disc jockey. Idea gal! Great! Hire me. . . . Don't wait. Box 846G, BROADCASTING.

Program director . . . want another challenge! 17 years experience, all phases. Two years as pd of number one station in metropolitan market, then joined number six station in same market, made it number one in one year. Single station or group PD position. Box 851G, BROADCASTING.

Sound sells radio. Accomplished production with sell, not just music pad. Mature delivery; big smile. Successfully employed as operations manager of stable, progressive station; looking for same in bigger market. Box 852G, BROADCASTING.

Programming-director, medium; assistant, major market. 12 years announcing, continuity, public affairs, adult music, programming. Box 871G, BROADCASTING.

"Beautiful music format" and experienced program manager available immediately. Box 872G, BROADCASTING.

Program director for quality station. Wide knowledge of good music. Box 880G, BROADCASTING.

Copywriter—client and announcer. Pleasing copy. Wage and location not as important as pleasant working conditions and permanancy. Exchange credentials. Sober, single, experienced, willing and dependable. Box 893G, BROADCASTING.

Top 30 creative, ambitious promotion man, wants bigger market. Versed in programming, production, sales, etc. Box 895G, BROADCASTING.

Draft deferred newsman, seeks better opportunity at news-minded radio station with future tv possibility. Top 25 markets only. Box 899G, BROADCASTING.

Sales problems? Experienced program director, ce, makes saleable, community oriented adult radio. Strictly ethical, honest, nab code. Ronald Pesha, 210 East Tenth, Tulsa, Oklahoma. RIverside 2-7490.

This kook got the can because the recipe was changed. Until a few days ago was the top all night pot watcher in the nation's 27th largest kitchen. Only 20, but have served up radio for 8. Any apron fits. Would like to do production a lot and help stir your pot. Want somebody to wield the ladle or serve the meal? Survey slumps? Formula needs refreshing? Bob Scott, the kook in the plaid strait jacket, is your rating remedy. The kook is starving. Only $150 for a fast, frantic, funtabulous feast. Bob's Scotch P(l)added Cell, 23 Dinwiddie St., Portsmouth, Va.

TELEVISION

Help Wanted—Management

General Manager for radio and television stations in medium sized midwest market. Sales background essential. Both radio and television stations are number one. Excellent opportunity for right person. Box 685G, BROADCASTING.

TELEVISION

Help Wanted—Sales

Excellent opening account executive position with major NBC tv network affiliate in Iowa. Good salary and commissions to experienced tv salesman. Will consider radio. Midwest applicants preferred. Send complete resume. Box 882G, BROADCASTING.

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commission, write KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Experienced tv salesman wanted to make money. Want a self-starter. We are an ABC-TV affiliate in expanding Florida market with tremendous potential. Please send background first. Draw based on experience. William V. Miller, WLOF-TV, Orlando, Florida.

Technical

Experienced tv engineer, good character, desiring permanent position. Good opportunity for the right man. Please send resume to Box 676G, BROADCASTING.

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced, licensed engineers for operation and maintenance of studio equipment, including Ampex vtr, southwestern vhf. Please reply only if capable performing with minimum direct supervision. Send resume, references and salary desired to Box 763G, BROADCASTING.

Mountain top transmitter engineer. Experienced only. KGGM-TV. Write or wire chief engineer. Box 909G, BROADCASTING.

First phone for combination studio transmitter operation. Experience not necessary. Chief engineer, WIMA-TV, Lima, Ohio.

TV engineers—our new expansion presents opportunities for highly qualified and experienced tv tech. permanent and per-diem position available. Please contact videotape center. Videotape Center 201 W. 58th St., N. Y.

Production—Programming, Others

NYC film syndicator looking for girl with local tv station background for programming assignment. Must be able to discuss and book films with tv station personnel. No travel. Salary open, write. Box 843G, BROADCASTING.

Leading tv station in major eastern market wants young aggressive promotion man for number 2 position in active department. Excellent opportunity for a man with move and enthusiasm. Reply stating experience and salary qualifications. Box 831G, BROADCASTING.

Positions open in both radio and television continuity. Fine opportunity with progressive organization in South Dakota's largest city. Send complete resume, including copy samples and recent photo, to John Kurtz, KSOO TV, Inc. 205 North Phillips, Sioux Falls, South Dakota.

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full particulars in exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

TELEVISION

Situations Wanted—Management

Tv program manager available soon. Twelve years management experience in tv programming, production, film buying videotape and public affairs. Box 823G, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Radio/tv salesman—Top producer; married desires to grow. Top 10. Best references. Box 749G, BROADCASTING.

Announcers

Weathergirl, experienced in major market. Professional member American Meteorological Society. Box 816G, BROADCASTING.

Technical

Chief engineer, 14 years all engineering phases of am/fm/tv. Mature, stable. Desire position in live-wire operation. Box 783G, BROADCASTING.

Engineer experienced in all phases of television construction, operation, maintenance desires responsible position as studio or technical supervisor. Box 839G, BROADCASTING.

Production—Programming, Others

News director and/or Documentary film producer. Highest references from leading industry officials. Box 791G, BROADCASTING.

Program director with twelve years experience programming, directing, and videotape. Married, degree & exceptional references. Prefer west or southwest vhf affiliations. Box 824G, BROADCASTING.

Young man, 27. B.A. degree. Graduate of New York University, radio & tv workshop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

Newsman-sportscaster. Four years radio-tv experience. Versed in the rudiments of gathering, writing and airing news in an informative-professional manner. Play-by-play sports. Mature, college graduate, married, veteran. Tape, resume, interview on request. Box 840G, BROADCASTING.

Newsman—3 years experience, medium southern market. Desire larger market. Skilled all news aspects. Married. Family. College graduate. Box 841G, BROADCASTING.

Experienced tv producer-director-announcer (30, unmarried, BA, with graduate study in television). Specialty is children's programs, offering several original children's shows for local production. Box 867G, BROADCASTING.

Director-producer wishes change. Know all phases. Do air personality. 8 yrs. experience. Military completed. P. O. Box 863G, BROADCASTING.

Announcing, directing, production, programming. Eight years experience. Excellent references. Resume available. Write or phone Herb Buck, 602 Ohio Avenue, Fort Pierce, Florida.

FOR SALE

Equipment

Schafer 1200 automation. In service less than three months. Like new. Box 849G, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

Attention: Western Electric 506B2's complete and in operating condition with instructions and diagrams. Available free to the first person. Located at WITH, Baltimore Beltway, Rt. #40 west, Baltimore, Md.

Serrasoid Multiplex Exciter Type 936, $1000. EMT Wow and flutter meter. Schaffer remote control unit, model 400-R, $1200. Western Electric 506-B fm transmitter, 10 kw and parts. WBAI, New York 16, New York; Oxford 7-2288.

Western Electric phasor and monitor design for low end of band—cost new five grand—now one grand—WFRC, Reidsville, N. C.

For sale . . . 250 watt transmitter, Western Electric, 451 A-1 complete with tubes, operating condition. Make offer. WSLS Radio, Roanoke, Virginia.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

In excellent condition. Van Eps Eccentric Cutter for discs. $50.00, prepaid and insured. Boyd Recording Service, 2924 Bowser, Dallas 4, Texas.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Ampex model 601-2 stereo, brand new in carrying case $550.00 cash, 2410 Chuckanut Drive, Bellingham, Washington.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select inventory. Over 5000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in transmitting and tv camera tubes. State Labs Inc. (Dept. GB), 215 Park Ave. South, New York 3, N. Y.

Repair exchange—rebuilt motors and major parts for Ampex, Magnecord, etc. Same performance and warranty as new. Write for prices. Sigma Electric Co., Inc., 11 East 16 St., New York 3, N. Y.

Used fm transmitters offered as is. **One Collins Model 733A 3 kw fm $1,950.00. One Western Electric Model WE503B-2 1 kw fm $500.00. Box 912G, BROADCASTING.**

Used tv transmitters offered as is. **One Gates Model BT-1AH 100 watt Channel 10 $1,995.00. One Gates Model BT-5A kw Channel 5 $4,950.00. Box 913G, BROADCASTING.**

WANTED TO BUY

Equipment

Ampex, Altofonic, Audiomation, etc., 8 hour tape players. Box 263G, BROADCASTING.

WANTED TO BUY

Equipment

Wanted immediately: used fm transmitter 3 or 5 kw. Also, used fm frequency-modulation monitor. Let us hear from you now! Box 875G, BROADCASTING.

Wanted. One G. E. Channel 42, 43, 44 Helix Antenna. Please write to KICU-TV, 1111 Market Street, San Francisco.

13 and 22 inch consol cans, also Master monitors, and power supplies. DuMont 2 camera 10 chain. KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft.—3⅛" line, audio limiter, stab. amp, patch gear, equipment racks. H. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

WANTED TO BUY

Stations

Individual seeks purchase of am station or cp in small to medium market. Prefer Texas, Southwest. Confidential. Box 885G, BROADCASTING.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3. 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

100 sales, promotion, and program ideas! 5¢ each! Send $5.00 to Box 844G, BROADCASTING.

Sell your product to radio stations via direct mail. 3,000 stations all on gummed labels, $45.00. 5¢ refunded for each undelivered piece. Box 857G, BROADCASTING.

If you need cash for operations or expansion, write for confidential method of established borrowing; minimum loan $50,000. Television station loans preferred, radio considered. All replies answered in confidence. Box 858G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines. adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802. Watertown, So. Dak.

RADIO

Help Wanted—Management

General Manager
& Sales Manager

Two top jobs. Big-market; multi-group now interviewing.
Almost every candidate will find with us a brighter future AND present than he now enjoys. Please write in confidence. Box 854G, BROADCASTING.

CATV
MANAGER

You're probably managing a community antenna system now, but you may feel stymied in your present spot.
If you're the kind of man who gets involved in community affairs, who's strong on sales, public relations, and personnel administration, there's an excellent opportunity for you as manager of our growing CATV systems complex.
Please include the salary you'll expect in your first letter, which will be held in strict confidence. Our people know of this ad.

Box 856G, BROADCASTING

Help Wanted—(Cont'd)

Sales

SALESMAN

Experienced in radio sales. Must be self starter and able to close. Top station in East Coast medium market. Offers salary and percentage.
Box 907G, BROADCASTING

Announcers

WANTED! WANTED!
WANTED!
COUNTRY and WESTERN
DJ-SALESMEN

To work the West's **FIRST** and **ONLY C & W FM** station . . . located in an **EXCLUSIVE MARKET**, Sacramento, California. $100 per week draw against 30-40% sales commission. **ONLY THOSE WITH GOOD, CLEAN EMPLOYMENT RECORDS NEED APPLY! REFERENCES WILL BE THOROUGHLY CHECKED!**
Send resume, audition tape and employment record for past 3 years to KCNW, P. O. Box 3094, Sacramento 15, California.

TOP 10 MARKET
TOP RATED STATION
PERSONALITY

Bright, mature, class, personality wanted for one of the nations top radio stations. Must have extensive experience in large markets as personality. We are not "hard" top 40, therefore, we are looking for a man who is capable of developing rapport with his audience in an intelligent and adult manner. Send tape, picture, resume, plus salary required to Box 784G, BROADCASTING.

Production—Programming, Others

NEWSMAN

Must be trained and experienced in all phases of radio journalism: Investigation, research, writing and reporting. Must be hard working, versatile, sober and mature. Must be prepared to start low and aim high in unusual, all around operation while working-learning-under veteran editor who won't be fooled.

Box 898G,
BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

NEWS EXECUTIVE

One of nation's outstanding clear channel station in the east is looking for experienced director of news, public affairs and special events. Good pay and benefits. Send complete resume and tape to Box 905G, BROADCASTING.

RADIO

SITUATIONS WANTED

Announcers

Top-notch medium market TV announcer desires staff position with station in big market anywhere in the East. Good appearance, good voice-ready for big station. Eleven years radio-tv. Send for audio tape, resume, photo, references. If possible, will arrange for personal audition and interview.

Box 861G, BROADCASTING

Technical

CONSERVATIVE ENGINEER . . .
. . . WITH RADICAL IDEA

After 21 years experience with stations from 250 watts to 50 kw, I am going after the one thing I have so far missed . . . a college education. With this objective in mind, I would like to obtain employment with a good station, where I can be sure of a steady night shift. I'll consider any location, as long as there is a nearby engineering school. I am dead serious and I am anxious to hear from a similarly minded station. All replies will be answered.

Box 896G, BROADCASTING

TELEVISION

Situations Wanted—Sales

Somewhere, there are 2 or 3 men who are (a) self-starters (b) not saddled with wives who won't re-locate (c) not saddled with a house they can't sell (d) hungry. To these men we offer (f) an immediate job in a tv station in east, south and midwest (g) no traveling (h) guaranteed $400 month plus (i) car mileage (j) fringe benefits (k) $6,000-15,000 a year within 90-120 days (l) security with 10 yr. old org. If you have what it takes, we have what you've been waiting for. Better contact me immediately. (PS: The above does not mean "no married men need apply.")

CY NEWMAN
P. O. Box 3107, Bon Air, Va.
Phone Bridge 2-0200

FOR SALE

Stations

MIDWEST
FM WITH MULTIPLEX

$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

Tv station for sale.
Western Kansas location.
Maximum power, CBS affiliate.

Box 830G, BROADCASTING

Crescent City, California—1 kw daytimer grossing $25,000. Fixed assets over $26,000. Must be sold immediately for best offer over $20,000 with $5,000 down. Good terms.

Box 910G, BROADCASTING

TOP 30 MARKETS

5 Good Buys
All Price Ranges

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations — Management
Appraisals — Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida

W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

For Best Results
You Can't Top A
Classified Ad
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE—(Cont'd)

Stations

Four new listings—first time offered: New Mexico medium fulltimer $160,000—Texas single $59,750—New Mexico medium regional $150-000—Florida major power $450,000 —*35 others* from $35,000 to $675-000! TV only and TV-Radio combinations, *9 of them*, priced $150,-000 — $275,000 — $310,000 — $1,-470,000 — $1,575,000 — $2,300,-000 — $3,000,000 — $4,000,000 — $4,000,000.

PATT McDONALD CO.
BOX 9266—GL. 3-8080
AUSTIN 17, TEXAS

Calif.	single	fulltime	$100M	terms
Mich.	single	daytimer	60M	38dn
Iowa	single	fulltime	87M	15dn
Ariz.	small	fulltime	75M	29%
Ga.	medium	daytimer	80M	22dn
Fla.	medium	power	210M	60dn
Ore.	medium	fulltime	70M	15dn
Ala.	metro	daytimer	150M	29%
Tenn.	metro	fulltime	400M	100dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

1. New England. Exclusive daytime. Will do $50,000 this year. Asking $85,000 including real estate. 29% down.
2. Southwest. Full time. Growing trade area. Management problems hold down gross to average of $3,200 monthly. Asking $75,000. 29% down.
3. North West Central. Very profitable absentee owned daytime station. Did $85,-000 last year. Asking $100,000 including real estate.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

FOR SALE

Equipment

Ideal to replace costly wire program circuits for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES
4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS *and* **COVERAGE MAPS**

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

Dieting and Weight Watching Are Big Issues To Americans

Mass Media Show Sharp Gain in Importance As Sources Of Information On Dieting

Weight Control Is Major Diet Reason

Over 17 percent of all Americans 15 years of age and over are on special diets of one kind or another, and the mass media are, by far, the leading source of information on dieting. These are two of the conclusions drawn from a study of the dieting habits of the American people done by Universal Marketing Research for the American Dairy Association. The interviewing was done in May and June, 1961.

The study indicates that 7 percent of all Americans 15 and over are on special diets to lose weight, that another 27 percent of us don't diet but watch what we eat in order not to gain weight. Compared with similar studies made in 1955 and 1959, there has been an increase in the number of men dieting or watching their food intake to lose or to control weight. The survey indicates that 5 percent of the men diet to lose weight, compared with 10 percent of the women. While 20 percent of the men watch what they eat, 34 percent of the women keep an eye on their food intake to avoid gaining weight.

Other reasons for special diets include control of blood pressure, heart disease, ulcers, digestive problems of one kind or another, to gain weight. Losing weight is the prime reason for dieting, out-distancing the next major reason 3 to 1.

Millions of People Look for Advice

Boiling all these percentages down into people, the indication is that over 8 million people are on special diets to lose weight, while there are more than 40 million people who are either dieting to lose weight or are busy watching their food intake to avoid gaining weight. This truly becomes a mass market.

It is also interesting to note that this is generally a young market too. Among those 15-19 years of age, 9 percent claim to be on actual weight reducing diets while another 19 percent don't diet but do watch their weight to avoid gaining. Considering that in this age bracket most of the dieting is done by girls, this is a relatively high percentage. Among those 20 to 34 years of age, 7 percent are dieting, another 27 percent watching their food intake. Among the 35-54 year olds, 8 percent say they actually are dieting to lose weight, 27 percent watching. Those 55 and over apparently don't diet quite as much since only 6 percent claim to be on weight reducing diets, although 27 percent are still watching their weight—indicating that weight control truly is a lifelong process.

The research study indicates weight controllers depend upon mass media and friends for advice; that, unfortunately, they do not rely heavily upon direct advice from physicians and nutritionists. Newspapers and magazines, as well as radio and television, have shown sharp increases as sources of diet information over the past two years, with 45 percent of all the people interviewed reporting that they had found dieting information in newspapers and magazines, 33 percent from radio and television, 29 percent from friends and relatives.

Weight Controllers Need Plenty of Sound Help

Since many health authorities see excess weight as being perhaps the most serious health hazard facing the American people, it is obvious that those who carry too many pounds need reliable help. Fad diets are likely to do far more harm than good since they seldom accomplish the job of changing eating habits on a permanent basis so that reasonable weight is maintained.

Except in those special cases under the careful supervision of physicians, the best advice for the person who wants to control his weight is to eat a well balanced diet, with the total calorie level adjusted to lose, gain, or to maintain weight as the person might desire. It is seldom necessary to give up any class of foods, and it may well be dangerous to do so.

Telling people to eat a well balanced diet may not seem as "newsy" as some of the fantastic fad diets, but inasmuch as people look to the mass media for advice on dieting, it would seem that the mass media have an obligation to provide suggestions that are nutritionally sound. This tremendous public interest in dieting is a temptation to the headline seeker whose aim is not to help build good health. The mass media should strive to offer diet suggestions that are carefully reviewed by people who are well qualified in the science of human nutrition. Providing reliable diet advice is a very important public service that could mean much to the good health of Americans.

american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

OUR RESPECTS to Harry Keeton Renfro, vice president, D'Arcy Adv., St. Louis

Stations and reps find the willingness to listen mutual

No one quite remembers the last time Harry Renfro closed his office door. It happens so infrequently that even the sign painter put the name on the door inside out so visitors can read it correctly.

No other clue could reveal so much about the warm personality of the man who is vice president and radio-television manager of the St. Louis office of D'Arcy Adv., except perhaps the comments of salesmen for stations and station representatives who are always welcomed through that door and who use it often.

They respect Mr. Renfro's business talents too. They acknowledge he works hard to get the best buys possible for D'Arcy clients, but they are well aware of the dignity and mutual understanding in which the buying is done. Mr. Renfro's years of experience at station staff and management levels before his role as agency executive is the foundation for this mutual confidence.

Budweiser, Plus ▪ Mr. Renfro currently supervises the buying of some $7 million worth of broadcast time placed by the agency's St. Louis office. Budweiser beer tops the account list, but others important in the radio-tv field include Butternut coffee, Laclede Gas Co., Krey Packing Co., Banquet Canning Co., Milnot Co. (milk compounds) and Reardon Co. (paints). The schedules at present cover 782 radio stations in 396 markets and 287 tv stations in 214 markets.

Not every agency executive can deliver a "give-'em-hell" speech to a group of broadcasters and leave his audience cheering. Mr. Renfro does every once in a while. And the broadcasters cheer because they know his remarks are more an encouragement or spur to better programming and selling than any kind of negative criticism. His talks are like a football coach's between-halves locker room pep talk. He spots the weak points and problems, suggests the solutions and inspires his listeners to go out and fight.

"I know and respect the problems of the stations and representatives and they know I respect them," Mr. Renfro says. "This helps very much in our relationships and it certainly helps when we have a tough buying problem of our own to solve. They help me, too."

St. Louis Booster ▪ Mr. Renfro also has been a big booster for St. Louis as an important national advertising market. He has been active in getting station representatives to establish branch offices in St. Louis and now almost every big rep is there. He is working hard to help organize a St. Louis chapter of the national Academy of Television Arts and Sciences. The purpose is to define more clearly the true image of tv to the public as much as to the profession itself.

Mr. Renfro believes stations can best serve their listeners—as well as D'Arcy clients—by becoming completely involved in their own community and its affairs, by developing news instead of merely reporting it and by making decisions on format policy and programming (including music selection) a top management function, carefully thought out in advance and not delegated to the staff.

Similarly, the on-the-air personality who can serve his station, listeners and sponsors best is that individual who makes an effort to be educated, civic minded and personally responsible, not a mere glamor symbol without root in his community.

Mr. Renfro demands the same integrity in advertising itself. The consumer's desires and emotions must be aroused and colorful language, attractive claims and catchy copy lines may be employed. But these must be presented in an area of sincerity and believability, Mr. Renfro feels. "The advantages and benefits from buying the product must be presented attractively, but it must be remembered that an appeal to the emotions of your listeners is important so long as it is consistent with truth and does not mislead the listener."

The D'Arcy executive feels strongly that any advertising which misleads is detrimental to everyone—advertiser, agency, station and the public—and cannot succeed.

D'Arcy's Renfro
His policy: an open door

Born to Broadcast ▪ One of Mr. Renfro's recollections from early youth is the miracle of the crystal set. His career goal from the start was to take over the business end of a microphone and he'd sit in a corner at home for hours "announcing" from magazine stories or anything else that was a handy script.

Born in St. Louis March 19, 1915, he attended public school and high school there, excelling in sports, especially swimming and football. Mr. Renfro started at St. Louis U. but his parttime chores for WEW and KWK there soon became fulltime work. He announced for WIL too and when KXOK St. Louis went on the air Sept. 19, 1938, his was the first voice to be heard. During his first two years at KXOK he did 3,000 dance band remotes, which he believes to be a record. Then he expanded into programming, news and sales.

After Pacific duty with the Marines during World War II (as a lieutenant in naval combat intelligence) Mr. Renfro returned to KXOK and in 1947 was made assistant general manager. During this period he helped form the Missouri Broadcasters Assn. and was chairman of the St. Louis station committee on joint labor negotiation. Later he served with NAB's employer-employe relations committee.

Korea and the Marines took Mr. Renfro away from KXOK in 1950-51 but he returned to become deeply involved in the Falstaff radio networks for the St. Louis Cardinals and Browns. It was this experience which took him to D'Arcy in 1953 as radio-tv manager responsible for organizing Budweiser's radio-tv networks for the Cardinals.

Innovations ▪ His idea for pooling line facilities with other agencies and sponsors evolved into Sports Network, Inc., which he helped organize.

Another Renfro venture, first tried last season and renewed this year, was to buy every tv market for NTA's half-hour package, *The Third Man.* Those markets Budweiser can't use are resold to others..

Mr. Renfro was elected a vice president of D'Arcy in June 1960. The Renfros (he married Margaret Lydon of KXOK in 1940) live in suburban Glendale. Their daughter Patti, 8, is a swimmer, too.

EDITORIALS

Balance sheet

WHEN FCC Chairman Newton Minow told the NAB convention last May that television was so rich it could afford to blow all kinds of money on culture, 118 stations must have wondered if they were in the same business he was talking about. That is the number of stations that lost money in 1960, the FCC's own financial reports for that year have now shown.

It is true, as Mr. Minow said, that all television networks and stations as a group showed a 1960 profit before federal income taxes of 19.2% on total revenues. It is also true, as Mr. Minow did not say, that 118 stations (23.3% of all those reporting on a full year's operation) showed losses. Not everybody in television is getting rich.

A comprehensive presentation of the FCC's 1960 financial report appears elsewhere in this issue, and it is worth perusal by anyone who wishes to draw any conclusions about television's economics. Like any business comprising many individual companies, television broadcasting cannot be accurately described by generalities. A study of the parts is the only study that is truly meaningful.

The commonest generality that has been drawn about tv is that it is big business. The facts show otherwise. In 1960 nearly 60% of all stations took in revenues of less than $1 million each. There are grocery stores that do a bigger volume.

This is not to say that television is unhealthy or that the networks and the majority of stations are unable to afford the kind of program experimentation and development that is needed for orderly growth. It is to say, however, that none of the components of television broadcasting is so surfeited with profits that it can squander money witlessly.

You don't fight City Hall

SEVERAL years ago (in 1957) we published a series of editorials on liquor advertising on the air. Our thesis was that if it is legal to make and sell liquor, it is legal to advertise it in all media. And we said it would be legal to advertise on the air "under appropriate self-restraint."

The roof caved in on us. We received about a dozen telephone calls and about a dozen letters approving our position. We received another dozen phone calls and more than 3,000 letters objecting to it. Most of the mail came from a letter writing campaign conducted by the Baptist clergy.

Liquor advertising on the air is in the news again. A Philadelphia distiller, Publicker Industries Inc., several weeks ago launched a campaign on radio and tv. Some 50 stations, we understand, expressed willingness to carry the spots. NAB said none was a subscriber to either the radio or tv codes.

Then the shooting started. Senators Magnuson (D-Wash.) and Pastore (D-R.I.), the most important members of the Senate Commerce Committee where communications are concerned, warned stations to reject this advertising or invite "appropriate legislation." NAB President LeRoy Collins promptly concurred and promised "prompt and decisive" action against any NAB code subscriber violating the liquor advertising ban.

We do not now advocate the acceptance of liquor advertising. Nor do we recede from our position that such advertising is entirely legal.

Four years ago there was relative quiescence. This was prior to the quiz-rigging and the payola disclosures. Advertisers had developed techniques that made acceptable such hitherto taboo items as bras and foundation garments and even toilet tissues. There was reason to believe that brand-name liquor advertising, spotted in late evening hours, would be acceptable and yield revenue that was going then as it is now to newspapers, magazines and billboards.

Only the blind or the deaf would say that today's climate is appropriate for acceptance of liquor advertising on the air. It would be imprudent economically and politically to campaign for it. Beer and wine advertising, which spells the difference between profit and loss for many smaller stations, could be adversely affected. You don't fight City Hall—or Congress.

For fun or funds

TIME permitting, it might be worthwhile to divert attention briefly from the absorbing competition between Mickey Mantle and Roger Maris for the homerun championship long enough to consider a basic problem affecting the practical, or financial, side of athletics.

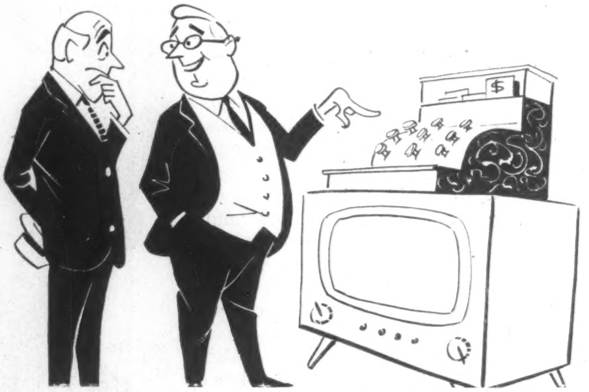
Here the public interest becomes directly involved through the effort of the astute promoters of sports contests to obtain exemption from the antitrust laws. This attempt is being made through legislation that would allow sports leagues to sign single, package contracts with sponsors, agencies or networks for broadcast rights to all of a league's games.

On the surface this legislation would appear to offer a simplified and practical way to resolve what currently is a complicated routine of contracts and payments. Unfortunately, as the NAB pointed out during House Judiciary Committee hearings last week, the House bill would have a result not in the public interest—less sports broadcasting.

Despite all the noble professions by those who promote professional sports events the basic thought behind their pleadings is simple—more money from broadcast rights. For example, a 1961 package deal could net the National Football League $4.6 million against $3 million under separate tv contracts. But the evil lies in the fact that the House bill would legalize suppression of telecasts. For example, Baltimore would not be allowed to sponsor a league game in Washington when the Redskins are playing away; and with both professional football leagues having package deals, only two stations in a three- or four-station television market could carry football on a Sunday.

Put simply, sports promoters operating business enterprises for profit are asking to be classified by law as benevolent public servants exempted, because of their largesse, from the harsh requirements of antitrust laws.

The legislation should not be passed. It's as reasonable to apply the protective mantle of antitrust laws to sports promotions as to other kinds.

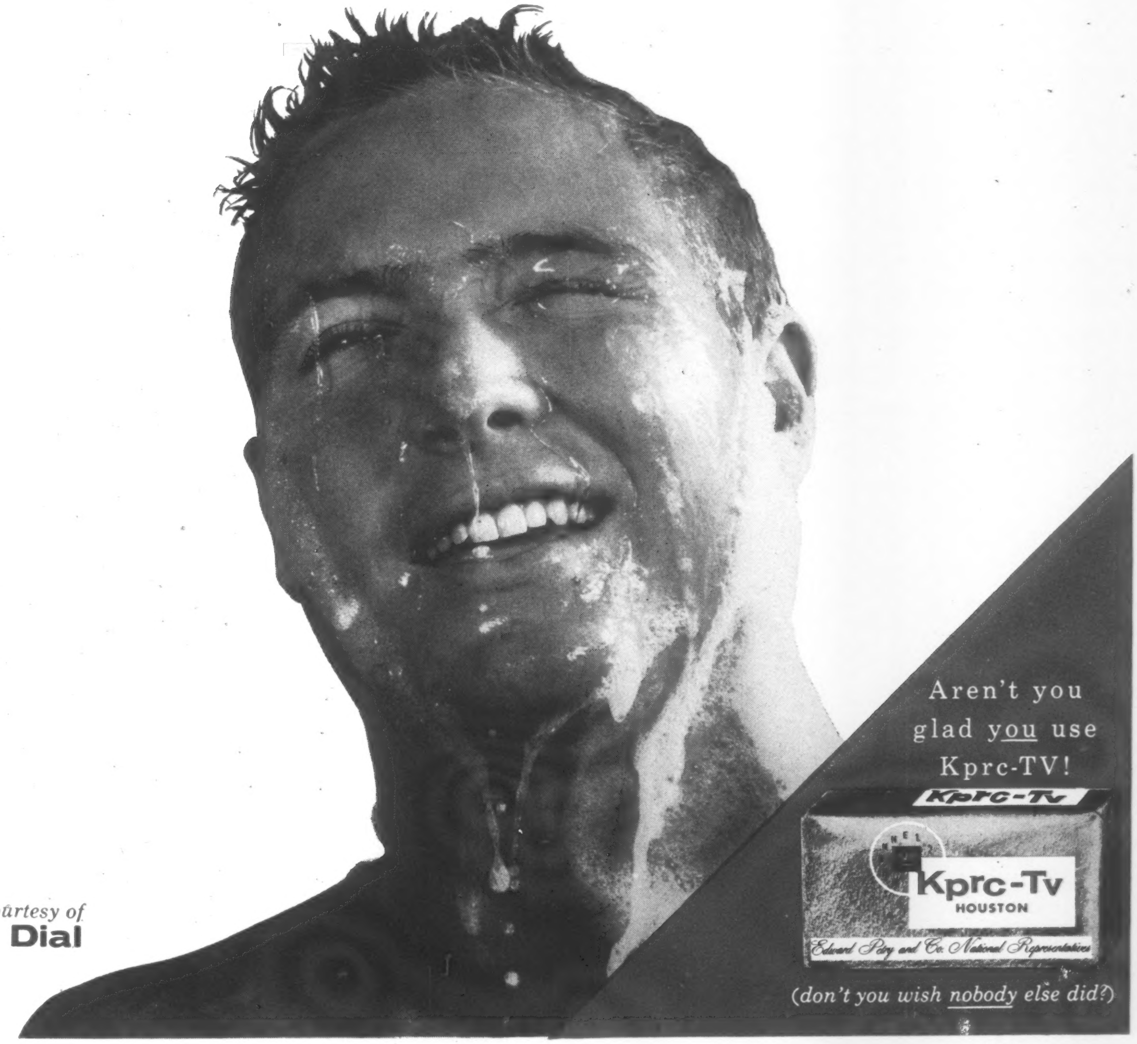


Drawn for BROADCASTING by Sid Hix

"It's a new idea for pay tv. If you don't like the show, punch the no-sale button and get your buck back!"

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.


Kprc-Tv
CHANNEL 2
Kprc-Tv
HOUSTON
Edward Petry and Co. National Representatives

Aren't you glad you use Kprc-TV!

(don't you wish nobody else did?)

Courtesy of
Dial